

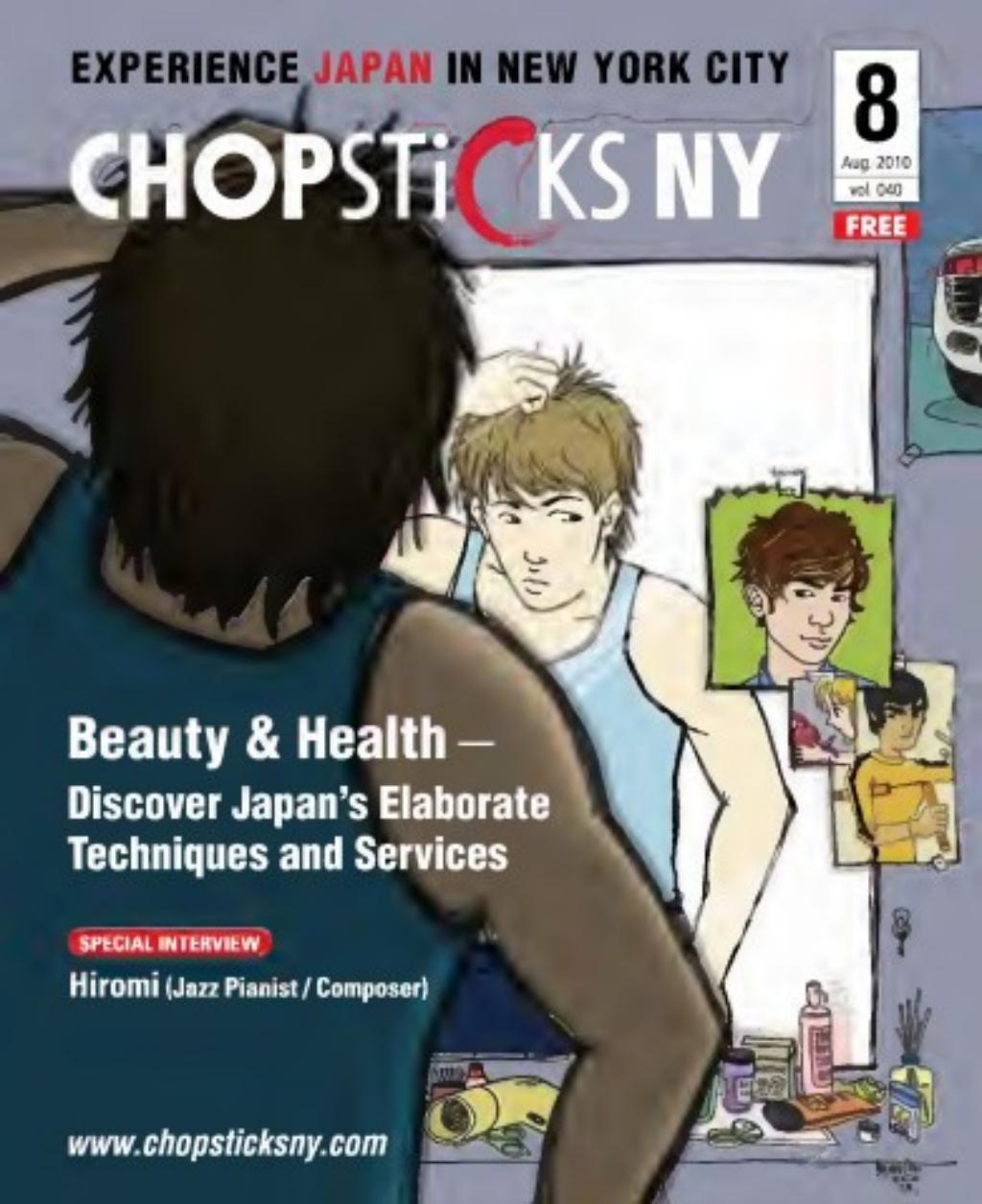
EXPERIENCE JAPAN IN NEW YORK CITY

CHOPSTiCKS NY

8

Aug. 2010
vol. 040

FREE



Beauty & Health –
Discover Japan's Elaborate
Techniques and Services

SPECIAL INTERVIEW

Hiromi (Jazz Pianist / Composer)

www.chopsticksny.com

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[August 2010, Vol. 040]

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"THE MOMENT I SEE THE AUDIENCE'S SMILES FROM THE STAGE, I REALIZE, 'OH, THIS IS MY PLACE TO BE.'" — HIROMI



HIROMI began in 1979 in Hiranomura City, Saitama, Japan. Herons Lark was started playing piano at the age of six and was introduced to jazz at eight. Her talent bloomed early. She played with the Czech Philharmonic Orchestra at 14, and when she was 17, she met Chick Corea by chance and played with him at his concert. In 1999, she moved to the U.S. to enroll in Berklee College of Music, and even before graduation she had signed with a jazz label, Telarc. Since her debut in 2003, she has toured worldwide and appeared in numerous festivals. In 2010, she performed at the Paris Olympia in April and will tour with the Stanley Clarke Band. Her appearance at the Blue Note New York in August will be the sixth year of her engagement as a featured artist. Her albums include *Another Mind* (2005), *Birkin* (2004), *Spiral* (2006), *True Colors* (2007), *Beyond Standard* (2008), and *Power To Go* (2009). www.hiramimusic.com

jazz pianist and composer, Hiromi, burst upon the jazz scene in 2003. Since then, with her masterful technique, energetic live performances, and creative and innovative interpretation of sounds, she has captivated the diverse audiences with every new album. In August, Hiromi returns to New York's Blue Note to cast another spell on the audience, just before her performance at Central Park SummerStage, she chatted with Chopsticks NY about her sixth year of summer performances at the Blue Note.

What can we expect at the Blue Note this summer? What's new compared to your previous engagements over the past five years? It will be a week of solo piano performances. It's the first time I'm doing this at the Blue Note, and this kind of project is rarely programmed, so it'll like to express the pleasure and possibility of the piano. I'd like to make listeners wonder, "Does this really come from one single piano?" That kind of sound is what I want to deliver to the listeners.

You once said, "A piano can be a drum, bass, et cetera" — is this project related to that statement?

No! The piano is an instrument that can create various sounds like an orchestra. I will make full use of the piano in these live performances.

You have done solo performances in many other venues. How are the audience reactions? It depends on the situation — whether I'm playing at a jazz club, an outdoor stage, et cetera. In New York, for example, outdoor festivals like SummerStage in Central Park where I will perform today are filled with open-minded energy, so voices naturally come out of me. If I'm at a club, I focus more. Concert halls like Carnegie, on the other hand, require a different

kind of concentration. The complete silence the very moment I stand on the stage evens me. Since it's a classic concert hall, the audience has the kind of attention like "We won't miss any sound." At date, audiences sit higher in a more relaxed environment, but the environment still creates a certain tension to concentrate on the music. Since the stage and audience are close there, I think, more than any other setting, a jazz club is full of the feeling that a performer and audience can create music together.

Do you respond to audience reactions sometimes?

Yes. Especially because the music I play mainly deals with improvisation, as my condition that day and the condition of the audience come into play. It's like I go to grab what can be produced only on that day.

In your performance at the Blue Note, will you mainly play the tunes from your latest album, *Place To Be!*

Yes, I will.

Many of the titles of the songs on the album contain the names of places. Would you share the sentiments behind this?

I literally travel around the world all year round and my life is full of wonderful "meetings" with places and people. Every time I arrive at a town I've never been before and meet audiences and promoters, it usually starts from the very beginning like exchanging the greetings. "How do you do?" and "Nice to see you," but by the time I have to leave the town, we have become so close that they eagerly ask me to come back. It really like Tora-san [the kind-hearted vagabond and protagonist in the long-running Japanese film series *Otoko wa Terve Na* [rough]. So, I wanted to show my gratitude to the people who gave me places to be.

Throughout my life touring around the world and sleeping on different beds all the time, I often ask myself, "Where is my place to be?" But the moment I see the audience's smiles from the stage, I realize, "Oh, this is my place to be." So, the places where a person belongs can't be made by oneself but is made with other people. I think, That's what I'd like to convey with this album.

While you were recording *Place To Be*, you mentioned that the sound that you produce

in your clarinet would be different from the one that you produced in your twenties. Now that you are thirty-one, do you find any difference?

Well, I feel I can explain that only by using sound. The sound that I can produce is transforming for sure, but that is not always perceived in a short span like one month or one year. Just like a person growing up, it's more natural to think "I thought like that at the time — I was young then," than "I thought like that last year, but now I think like this." It's easier to see how people grow up and change decade by decade. The same can be said for sound, too. This is why I wanted to record the sound of my clarinet. I've been playing piano since I was six years old, and the piano is my best partner and my best friend. I wanted to document how I face it one-on-one especially because solo piano is the form that reflects me like a mirror.

In a way, it's scary.

Yes. There are no band members who support me. It's as if I'm climbing mountains by myself with a rope. It is risky and a big challenge, but the bigger the challenge is the more bliss I feel the moment I make it through.

Sounds exciting. We noticed that your sound always embodies positive energy. Does that reflect your personality?

I guess so. I get warmed up every time I find a big crowd in front of me that I have to overcome.

Though you play throughout the world, New York City is one of your main cities. What kind of energy do you think it gives you?

What I feel most strongly from the city is the ex-

remely high energy level. Many people from various countries converge on this city to grab their dreams — music, dance, whatever the form is — and their feelings flood the city. It has a strong power to propel

It fits you perfectly, then. Is this your favorite city?

Yes. I love it. I like the places where my friends, family, and people who support me live, and I have a lot of friends in New York. Also, I like it because it is a hard-working city.

Would you recommend some destinations or things to do in Japan for Chopsticks NY readers who are planning to visit?

I'm originally from Hamamatsu City. It has a nice and warm climate all year round and is a very calm place. Close to the ocean and close to Mt. Fuji. The Hamamatsu Matsuri (Hamamatsu Festival) from May 8 to May 5 is not to be missed! We hold a kite flying competition on Nakatayama Sōgen [Nakatayama Dune] by Enshū-Nada [the Sea of Tsuru] during the festival. We fly huge kites, and the participants try to cut the strings of competitors' kites. It's amazing. Also, we light up the whole city and parade the "Green Yatai" boats on the streets with the happy sounds of flutes, trumpets, drums, and ringing criss of "yoshiyoshi yoshi," etc. etc. I am especially devoted to it because I was a matsuri (estival) kid. It's an absolutely exciting event, and I highly recommend that you go and see it. You can enjoy various springs there, too. The food is also good — green tea, eels, clementines — they are all famous.

—Interview by Noriko Komura

HIROMI

• THE BLUE NOTE NEW YORK

August 17 to 22,
with sessions at 8 pm and 10 pm

131 W 3rd St
New York, NY 10013
TEL: 212-475-8598

Info: www.bluenote.net



© Travel

A Visit to Japan Off the Beaten Path

The destinations of most foreigners who have gone to Japan are Tokyo or Kyoto, and there are very few who can say they have made the trip down to Kumamoto, the center of the country's southernmost island of Kyushu. However, Japanese travel agency **Kintetsu International (KIE)** is looking to change that. It has introduced an 11-day 9-night land package with VIP Access in Kumamoto as well as highlights in Tokyo, Hiroshima, and Kyoto that will take place from October 8-18.

This VIP tour features exclusive sites and experiences that a typical tourist would not have access to, such as a private tea ceremony at a centuries-old inn house led by a direct descendant of a feudal lord and private performances of regional music and dance. Assistant General Manager of KIE,

Bill Sarcione says, "What makes this tour special is the personal guidance of world-renowned Kumamoto expert, Mr. Ken Ikenaga, the North American representative of the region." His expertise is not limited to Kumamoto but extends to Japanese Buddhism, Interspace and History as well.



According to KIE representative Vanessa Connolly, Kumamoto's appeal lies in the fact that it is unknown. "Kumamoto is a rural area not popular among foreign tourists, so I think it can be called the 'real Japan.' Over half of its land is still unspoiled natural forests, grasslands, mountains and valleys. It is bordered by over 120 islands in the Amakusa Sea and has two great national parks." Why not be the first discover this hidden destination before it becomes the talk of the town?

Info: **KIE/Kintetsu International**, 1298 Ave. of the Americas, 1st floor, New York, NY 10020. Tel: 212-229-9646 / 800-432-3487 / www.kintetsu.com / www.japanforyou.com

© Health

Give Your Body An Upgrade With Shiatsu Seitaï

In this day and age, New Yorkers are busier than ever, and it would be unusual if we didn't have any aches and pains from the daily grind called life. In fact, even if we are just sitting down staring at a computer screen, we are still using our muscles. And if we stay in one position for an extended time, or use certain muscles more than others, the muscles can pull on the bones, warping our body, ultimately resulting in pain, and eventually to more serious problems. This is where Mr. Suzuki's original method called Shiatsu Seitaï comes in.

Shiatsu Seitaï is a form of massage that combines two ancient Japanese healing techniques shiatsu and seitaï. It is currently being offered at **Doin Center** on 95th St. The shiatsu used here is soft shiatsu, and seitaï is a form of Japanese chiropractic; the difference between seitaï and chiropractic is that chiropractic is an extension of the Western medicine that targets problem locations. On the other hand, seitaï is an extension of Eastern medicine that sees the body as a whole, and brings out the body's own healing powers. Shiatsu Seitaï is a preventive measure that aligns the body's skeletal structure to eliminate potential problems rather than solving them afterward.

In eastern medicine, it is believed that health is maintained by the balance of four elements: energy flow, circulation, immune system, and homeostasis. According to Mr. Suzuki, the seitaï master at Doin Center, "people who have limited flexibility are often at risk of other problems, because a body that does not have an aligned skeletal structure is often inflexible. This inflexibility in the balance of the four elements, which the shiatsu seitaï will repair." Five weekly treatments is all it takes for an average person to get the full benefit of the treatment. Each session is 30 min. and costs \$125, but Doin Center is giving all customers \$30 off until the end of August. Doin Center also offers seitaï classes for future practitioners.



Doin Center
110 E 95th St., #301 (bet. 1st & Lexington Aves.)
New York, NY 10028
Tel: 212-652-6131 / www.doincenter.com

© From Japan

Wildly Popular Heart and Star Shaped Cucumbers

Summer is the season when cucumbers are their tastiest, and they are a necessary item for salads, pickles, and sushi rolls. What is now attracting attention are cucumbers that can become pretty heart or star shapes when you cut them into round slices. These cucumbers have been produced all over Japan for the last three years, and they have gradually achieved popularity at places like Tokyo's luxury department stores. But it is this year that their popularity has especially accelerated.



© Akihiro Okuyama / iStockphoto.com

The mechanism used is that during the growing process, a heart or star shaped mold is placed on the cucumber, and about a week later it grows perfectly into the shape of the mold. Japanese cucumbers (1 inch

in diameter, 4 inches in length) are smaller than their American counterparts, and their skin is softer. And by cutting them into round slices you can crunch on them as are, so the heart and star shaped ones are just right to add color to salads, as the center of sushi rolls and as decorations for banquets. Banquets have been a hit on occasions like weddings and Valentine's Day, and sales have been well received during the Tanabata season.

In comparison to regular cucumbers which go for 25 yen (\$0.28) each, these specially shaped ones are prey at 200-300 yen (\$2.25-\$3.40). However, thanks to word of mouth they have become popular particularly around the Tokyo area, and demand is expected to continue. Also, plastic molds are being sold so that these cucumbers can be cultivated by people in their gardens.



© Akihiro Okuyama / iStockphoto.com

© Book

Wow Your Way to a Better Quality of Life

Business management coach, Zen Oshishi, along with his consultant colleague, Zeno Karasawa, has created a handbook for living entitled **WOW**. It's simple, straightforward 31 steps will guide readers toward taking steps that can improve their lives. Between them both they have amazing credentials, as their methods have actually been applied at major international corporations such as Johnson & Johnson, Canon and the KDDI group.



The book incorporates various fonts and graphics that pull you in and make the text wanting to read. Some examples of the 31 tips (one for each Boston Rabbit flavor!) it offers are #3 "Let it out," #18 "Don't put up with it anymore," and #29: "It's

ok to be selfish."

For example, #3 refers to the importance of crying if you feel like it, even if you are in front of others. #18 highlights the difference between putting up with something and enduring for a beneficial purpose. The last #29 assures readers that sometimes it is necessary to be selfish in order to carry out your desires. Despite the fact that it is business-based, **WOW** is written in a style that makes it easily relatable to anyone.



#29: A Handbook for Living
Author: Zen Oshishi, Zeno Karasawa
Published by One Price Books

Info: One Price Books
57 Grant Street, 9C, New York, NY 10003
www.onepricebooks.com

Oshishi will be conducting a seminar and book signing session at Barnes & Noble on the Upper West Side (2289 Broadway and 83rd St.) on August 17 at 7 p.m. Don't miss the chance to meet this influential author who possesses valuable business knowledge and wants to wow his readers by sharing it!

STYLE FROM JAPAN

THE EVOLUTION OF YUKATA



The *pubata* is a casual, cotton kimono that was originally worn for bathing. Before Western culture was introduced, it began about 150 years ago, people wore kimono and *yukata*. Today, however, most Japanese wear *casual*, Western-style clothing and reserve kimono and *yukata* for special events and ceremonies. *Yukata* are not worn for bathing anymore, but they are a frequent sight at summer festivals and are gaining in popularity among the younger generations.

Yukata are most commonly worn during the fireworks festivals of summer. Approximately half the women there are in yukata, the style is especially popular among girls in their early teens to early twenties. The increase in popularity of the yukata can be attributed in part to the newer, more available versions made in China and other Asian countries. These cheaper yukatas are sold at 1,000 yen (\$10) and up and even come with obi belts. The patterns and colors are showier than those of traditional yukatas, which feature dark blue, indigo, and white. High-quality, traditional yukatas with more refined patterns cost 16,000–48,000 yen (\$130–\$400), so they do not sell as well but still attract customers who respect quality and are happy to wear the same yukata for several years. The fans of cheaper yukatas are mainly young girls who buy a new yukata every year! "Since it's cheap, you can be daring and choose flashy patterns and colors," says one girl who goes to the Sunada River Fireworks Festival, the biggest fireworks festival in Iwate.

With the rise of cheap, fashionable yukata, new trends have emerged, such as the Hello Kitty short-length yukatas and yukatas with sparkles. Yukata designs do not reflect those styles in yukatas, but they still contribute to the growth of the yukata market. Sales of men's yukata are also increasing. Yukata are cool and comfortable to wear and perfect for surviving Japan's hot and muggy summer. As long as reasonably priced yukatas are available, this trend will continue.

— Reported by Black Moon

Mark Mazzal resides in Japan and writes articles and books on cultural trends and fashion issues.

BEAUTY & HEALTH

P8 - LOOKS DO MATTER—EXPANDING MEN'S BEAUTY CULTURE

Japanese men are getting more and more conscious about how they look these days and the products they use are diversified and well-developed. Here, Japanese hair & beauty salons and cosmetic companies in New York select the perfect products available in the city for men.

P14 - A TRANSFORMATION TO STYLISH NEW HAIR

Choosing a fancy but affordable hair salon is the key for teenagers to enjoy a new hairstyle without any worry. Japanese hair salon in Chelsea, Cowlicks Japan, proves how a young girl can transform to a chic young lady with a hair makeover.

FEATURED BEAUTY SALONS AND BEAUTY PRODUCT PROVIDERS

NY ELECTROLYSIS / DLALA / MICHI BEAUTY SALON / RH PLUS SALON / YO-C SALON / BLINGLASH / EXCY LASER / COSME PROUD / RIPPLU / SALON VUIN / COWLICKS JAPAN

LISTING

BEAUTY & HEALTH

Looks DO Matter

—Expanding Men's Beauty Culture

Today men are more concerned about how they look than ever before. In Japan, the situation seems to go one step further. The number of men who go to aesthetic salons, the market for men's fashion and beauty magazines and the sales of men's hair, skin, and grooming products have grown steadily. From the beginning, Japanese men have been particular about their cleanliness, but the current beauty trend among them is way beyond a matter of sanitation: trimming eyebrows, polishing nails and receiving extensive

skincare. "Men's fashion in Japan has evolved in an original way these days and is more eye-opening than other Asian countries' trends. Hairstyles have especially significantly evolved," says Mr. Katsuhiko Takemoto, president and creative director of Beauty Comm., Inc. (www.beautycomm.net), who analyzes beauty trends inside and outside Japan. It may sound odd, but according to him the key word for the latest hairstyle trend is "Tsunami style." Paraphrasing this he says, "Regardless of the length, it's preferred

among men to have a swagging style and add a salt edge via hair color." Since Japanese people's hair is predominantly black, thick, and straight and accordingly is hard to control, after salons' development, Japan's beauty products have reached superior quality. Here, hair & beauty salons and cosmetic companies in New York select the perfect products for men. All of them can be purchased on site.

SKIN LOTION

Cosme Proud Gold Amber Rich Lotion

Amber is not only a beautiful jewel, but has tremendous capacity to beautify human skin. A formulated extract with the essence of amber in its purest form is intertwined gold. Cosme Proud Gold Amber Rich lotion penetrates deeply into the skin and retains moisture. As you use it, your skin visibly improves and your pores look smaller. "It also has a great healing effect, so it's perfect as an after shave lotion or soothing lotion after sunburn," says Mikioke Nakagawa of Cosme Proud. It can be used on allergic prone skin and it even protects wrinkles.

Cosme Proud USA, Inc.

www.cosmeproud.com
Retail Stores: Lunelight Marketplace
650 Avenue of the Americas, NYC



SHAMPOO

Grand Green Herbally Deep Cleansing Shampoo

"Taking care of your scalp is the best prevention method for thinning and losing hair." Grand Green Herbally Deep Cleansing Shampoo is designed to control the oiliness of your scalp and makes it healthy. Formulated with chlorophyll, it has a great effect on removing excess oil, dirt and chemical residue from follicles. "Rinse the shampoo while massaging your scalp and leave it there for a minute or so. Then help remove the clogged oil, bacteria and residue from hair with soap products and even shampoo and conditioner come out of the follicles." Juno of Maha Salons advises. With a healthy scalp, yes! You'll get beautiful hair.



HAIR WAX

Aminino SPICE (Hard / Freeze)

This is the most popular hair styling product among Wigs & chemists. The Hard type is good for thin, curly hair and the Freeze type works better on thick hair like that of Asian people. "In addition to the quality of the product, its cute package and refreshing green apple smell are the reasons why it's so popular. The Hard type is also appealing to those who like to carry styling products all the time," says Yonnie of the salon. Apply to the tips of the hair and enjoy a snappy chic style.

Wigs &

1050 2nd Ave., NYC / Tel. 212-368-7285



HAIR WAX**Prejume 3, 5, and 7**

A variety of hair waxes are introduced in Japan every year, and the latest trend is the fiber type. *Salon Vign* introduces Prejume, a salon quality fiber type wax which comes in three textures categorized by the numbers: 3, 5, and 7. The higher the number, the harder the texture. As seen in the picture below, it stretches well and nicely spreads over the hair. Also, it keeps the style longer than conventional waxes, from morning until the evening!

Salon Vign

13 Rockefeller Plaza, Concourse Level, NYC
TEL: 212-844-8954

**HAIR WAX****Nakano Styling Wax 1-6**

Hairwax is a long-term hit in Japan. Nakano Styling Waxes is easy to use even for people using it for the first time. There are six different levels from 1 to 6 (0 is the super hard). To provide you the texture you want to produce on your hair. The most popular one is level 4, or hard type. It is really simple to style with so you can even mix different types to create your desired texture. The usual price is \$26, but if you buy in Gavida Japan, it will be \$16.

Gavida Japan

130 W 19th St, NYC / TEL: 212-369-2123

**HAIR NOURISHMENT****Nigelle LX Hair Nourishment**

This product is especially good for preventing hair loss. Unlike other nourishing products, which often strip follicles, it will not dry your scalp or follicles, and the protein extract in its component will even restore your hair. Apply everyday in the morning and night like tonic water and it will protect your scalp from drying out and causing irritation. To maximize its hair restoration effect, Nigelle LX Cleansing Shampoo & Treatment is recommended to be used once a week for deep cleansing and treatment.

Yo-C Sales

225 E 58th St, NYC / TEL: 212-625-4056

**HAIR SPRAY****Aminno SPICE SHOWER FREEZE**

This super hold hair spray has a unique feature: a long drying time after spraying. This allows you to clean up any mistake very easily in addition to holding the style well. It's especially good for evening hairstyles and seconds of control. Spray it on at sea while the hair is dry, then start styling with your fingers as you want. After it dries out, it feels lighter, wind, weight, and even summer's humidity.

Diva

150 Avenue A, NYC
TEL: 212-377-6222

**HAIR FIBER****XFusion®**

The newest trend in hair fiber is a product that helps thin hair look thick. XFusion takes the form of a powder consisting of colored organic fibers made of pure human protein. It instantly attaches to existing hair when applied on breaking or thinning hair, giving the appearance of having significantly more hair. The product is also effective in controlling white hair or discolored parts. The Maximum Spray Applicator pen is right under it to apply the XFusion and the Rouchard Spray helps to hold it longer. Currently eight colors are available.

BB Plus Sales

100 2nd Ave, 2nd Fl, NYC / TEL: 212-644-4056

No More Razer Bumps and Ingrown Hair with Electrolysis Hair Removal

Women are crazy about shaving their legs, arms, bikini lines, etc. to get smooth, hairless skin for aesthetic reasons, but men regularly shave their face and neck. Many of them suffer from problems like razor cuts and bumps, ingrown hair and even infections. One good solution for these problems is to remove the hair permanently. Licensed Electrologist Yuki Ann, L. E., C.P.E., shares in how effective and convenient electrolysis is for hair removal.

Electrolysis is the only FDA-approved method of permanent hair removal that removes individual hairs one at a time. While other hair removal methods such as laser only work on the surface, electrolysis uses disposable needles to penetrate deeper into the skin, thus inducing more permanent effects. Electrolysis can be used on all skin types and doesn't damage your skin. Anyone can do it – people who have thick hair, thin hair, any color hair. For example, since laser is effective on pale skin with dark

hair, you might not get desirable results if you have light hair or dark skin with dark hair. However, electrolysis isn't affected by any of these factors. Also, there is no risk of burning or harming your skin.

Currently electrolysis customers are mainly females, but according to Ms. Ann the number of male clients is also growing. "I have male clients who want to remove the hair around the nape of the neck, eyebrows, chest, etc. and shave. The cases vary. Some clients remove hair only around the edges of the mouth because it's hard to shave that area. Some who have tattoos cover hair, and some who do traditions cover hair, too," she says.

For hair removal she employs three types of needles, the kind depending on the client's skin type, hair type and the area. One person might have different skin sensitivity and hair types in different areas, so she carefully chooses which needle should be used. Also, how the hair grows in the follicle

affects the treatment method. "It can't be judged from the surface. Even if a person has straight hair, it does not always mean that the hair will grow straight from the hair root. Sometimes the path of the hair growing in the follicle is crooked. In that case, I have to utilize different methods."

Furthermore, what's unique about Ms. Ann is that she uses a two-handed technique. While most electrologists use their dominant hand only, she inserts the needle into the hair follicle to heat the hair with one hand and removes it with another hand. This two-handed method can shorten the treatment time as well as keep clients comfortable.

MEET THE EXPERT

1919 21st St. #504
Bklyn, NY 11201
Tel: 917.210.4288
electrolysisny.com | www.electrolysis.com
Appointment only | The first consultation is free

Electrolysis Trial Session

Manuel Campusus tried electrolysis, showing how it works and sharing how he felt.



Fit set the form: The first step is to give information to the practitioner. It's important, so don't feel shy!



Consulting: Ms. Ann gives a thorough explanation how electrolysis works and listens to Manuel's requests. The first consultation is free.



Hair and skin consultation: She examines the hair and the skin around the area he wants to receive treatment. The back of the neck is a sensitive area, so the chosen area of needle insertion will be the closest to the skin.



Treatment: After inserting the needle into the follicle and destroying the root by electric current, she burns out the hair.

"**You can see a huge difference!**"

Manuel Campusus

My neck is sensitive compared to my head, so when I shave this area the hair grows back on the skin again and I have bumps from ingrown hairs. Instead of doing that all the time, I decided to have the hair completely removed, so I don't have to worry about shaving and getting bumps. I have a little bit of scarring at first because I didn't expect that actually side effects I had at all. It takes a little while and there's no pain. After the treatment I can see a huge difference. It's definitely worth it!



After the treatment: The target area becomes red right after the treatment, but there's no pain. Applying a soothing cream will make it feel a day.



Conclusion: Her two-handed method is efficient during each use.

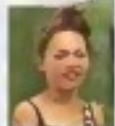
Express Yourself with the Latest Trend in Mind

Diala Salon

Skilled with friendly stylists with vibrant personalities, Diala always proves an exciting visit from start to finish. Many of their stylists also handle hair and make up for magazine photo-shoots and runway models, so they are not only highly skilled but also have creative minds and keen eyes to interpret hot trends. If you want to refresh your style with the popular trend in mind, their fabulous suggestions will surely exceed your expectations. Hair and make-up service for special occasions are available, and professional photo-shoots can also be arranged upon request.



Hair and Makeup by Leslie R. Rose



Open a dozen styles with 10 plus years of experience, carefully listen to her clients' needs and suggest the best style with or for her signature look. She is a graduate of American Crew, Inc. and a member of the Order of Professional Stylists and Estheticians.

Diala Salon

107 Avenue R, 2nd Flr. 9th & 10th
Ave., New York, NY 10009
Tel: 212-777-5252
www.dialasalon.com
dialalove@msn.com
Andrea Rose, Stylist
Mon-Fri: 10am-7pm
Sat: 10am-5pm

For more info call 1-800-543-4349

End Your Vacation with a Brand New Hairstyle

RH Plus Salon

A peaceful sanctuary with large panels of windows, RH Plus Salons recommends Digital Perm and Brazilian Keratin Treatment as beauty treatments this summer. Their digital perms uses special solutions that minimize damage to the hair and create beautiful ends. It maintains curl even after they dry, so you can spend a day at the beach without worry. For those with damaged, frizzy hair, Brazilian Keratin Treatment smooths out and strengthens hair while giving it an extra layer of protection. The possibilities are endless, so why not try a new look that will have you feeling great.



The salon is currently offering a free City Line hair cut, \$30, and digital or Brazilian perm treatment that adds extra color and texture to the hair leaving it smooth and beautiful while retaining perm length.

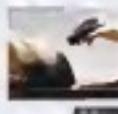
RH Plus Salons

123 3rd Ave., 2nd Fl., Bklyn, 10003
10th & 11th New York, NY 10009
Tel: 212-644-0008
www.rhplussalon.com
Mon-Fri: 10am-7pm
Sat: 8am-5pm

Precise Techniques for That Perfect Look

Michi Beauty Salon / Wave 55

Michi Beauty Salon and its sibling salon Wave 55 offer high quality services in a soothing atmosphere. The stylists at Michi are versatile enough to handle different hair types, and Wave 55's vibrant energy is meant to provide a refreshing experience. Many of their clientele are regulars, and what keeps them coming back is the thorough consultation and the excellent techniques of the staff which achieve each client's desired look. Their services include cut, perm and color in well as Japanese Straightening Perm. Just tell your stylist what you want, and they will make it happen for you.



Boutique is a vibrant, modern, hair salon that makes everyone smile by their dazzling, off-the-chart colors and designs up front the salon and the hair under lights measuring only 10x10, able to help you consider

30% OFF Head Spa

at Michi Beauty Salon



Michi Beauty Salons

102 E. 46th St., 6th flr. 2nd & 3rd flrs.
Ave. J, 7th Flr. 100-101
Ave. J, 7th Flr. 100-101
www.michisalons.com

Tel: 212-752-8225
Fax: 212-752-7798
Wave 55

1009 3rd Ave., 2nd, 3rd & 4th flrs.
10th & 11th New York, NY 10009
Tel: 212-335-2059

www.wave55salon.com

Tue-Fri: 11am-7pm Sat: 11am-8pm
Sun: 11am-5pm M-F 10am-8pm Sat: 11am-5pm

Refine Your Own Style and Let It Shine!

Yo-C Salon

Yo-C Salons is a great destination to take your style to the next level this summer. With an extensive experience in Tokyo, Paris and New York, the owner and lead stylist Mr. Yoda, focuses on enhancing the clients' own styles without the excess influence of popular trends. By observing the customer's style, makeup and personality of each client, he suggests the best approach to accomplish what is requested. Also, because one stylist handles everything from cut, color to perms, the final look is cohesive and more personal! Cut starts at \$75, and it is \$10 with a styling discount.



20% Off New Clients

(present the promotional card to beautified Discount.)



Yo-C Salons

223 8th St., 1st flr. 3rd & 4th flrs.
New York, NY 10009
Tel: 212-529-0255
www.yocsalon.com
www.yocspa.com
Monday-Sunday 11am-8pm
Tue-Fri: 11am-8pm Sat: 11am-5pm

Create Your Ideal Lashes with an Eyelash Expert

Blinglash

Located just a block away from Union Square, Blinglash is also known for all things eyelashes. Depending on the quality and the texture of lashes desired, there are three treatment options to choose from: Bling Set \$98, Bling Mink Set \$120 and Bling Silk Set \$130. They apply 80 to 100 lashes per eye, and whether it be natural, glamorous or dramatic, your eyes will be ready to make a statement in no time. When you schedule a service within 2 weeks, it'll be 30% off the original price. They also offer wax treatments for face and body, making essential beauty care convenient.



Blinglash

141 1st Ave., Suite 100-B, New York, NY 10010
Tel: 212.965.1229
www.blinglash.com
Mon-Fri 10am-8pm
Sat 10am-7pm
Bling Mink Set: \$120
Bling Silk Set: \$130

Free gift
with any purchase
until August 31, 2010

Feel Your Skin Improve With The Power of Gold

Cosme Proud USA, Inc.

Anhanging cosmetic wholesale, Cosme Proud USA, Inc. is known for its high-performance skincare products that are all developed in Japan using the most advanced technology. Their best-selling Gold Revitalizer penetrates into the deepest pores of your skin by the power of negative ions, coming from the world's highest-grade gold, and it purifies and moisturizes your skin at the same time. "You can feel how effective our products are on your skin after just a one-time trial," says Mr. Kenzuya Arai, the president/CEO of Cosme Proud. In their new store in the Longchamp Melrose, you can try their products and feel your skin improve.



Gold Revitalizer contains
real particles of gold
that isolate and
moisturize your skin in
one application.



Cosme Proud USA, Inc.
Gold Revitalizer Moisturizer
150 Avenue of the Americas
New York, NY 10011
Mon-Fri 10am-8pm
Sat 10am-7pm

Say Good-Bye to Unwanted Hair

Eazy Laser

The friendly staff at Eazy Laser welcome you to a pleasant hair removal experience. To treat any type of skin and hair effectively, they utilize a non-invasive system that combines two lasers called Alexandrite and Neodymium. Alexandrite creates a long-term effect of the treatment, and Neodymium removes fine hair while treating taned or dark skin safely. For those with sensitive skin fear no more because Eazy is equipped with an advanced cooling system that helps reduce any discomfort by numbing the treatment area. Step by step, free consultation, and free yourself of unwanted hair.



**All services
30% off**
with this coupon
(not included)
Valid 8/1/10-8/31/10



During their soft and painless treatment

Eazy Laser

147 W. 33rd St., 3rd Floor
New York, NY 10001
Tel: 212.467.1987
www.eazylaser.com
Mon-Fri 10am-8pm
Sat 10am-7pm
Sun 11am-5pm

The Angel Wing is the Key to A Beautiful Body

Ripple

Starting this August, body-shaping lingerie specialist, Ripple will offer Cosmetique Angel Wing Bra with slimming and body defining effects. This bra was developed for a diet program called Angel Wing Exercise, and the Angel Wing design lets your upper body move more freely by shortening straps and the fabric surrounding the shoulder blades, burning fat around the arms in a muscle. Its reinforcing structure and power net fabric also work to expand, lift and mold your body to the ideal shape. Bonus: exercises and increased metabolism while looking your best with a gift from the ripples.



Ripple
65 Madison Ave., 10th Fl., 20th & 33rd
New York, NY 10016
Tel: 212.585.2022
www.ripple.com
cosmetique Ripple.com
Mon-Fri 10am-7pm
Sat 11am-6pm



Enjoy Your Femininity with a Long-Layer Style

Salon Vjin



Long layers on
silky styling
silky styling
apply leave-in
conditioner
before it
protect hair from
heat so well as
make a gloss.



"When using the hot comb, I work top to back to add volume. This helps creating curl for the front and ends. You'll have more control in creating different types of curl with a hot comb," she says.

Photograph: Naoko Asakura-Okada; Model: Taylor Lee; Photography: Akira Nakamura



She specifies elbow can application
for wet condition, you can have a style
that is natural enough for teens and
strength for styling.
When type was Oral, and spray
English are recommended for
holding the style longer.



If what you wear is part of your personal statement, then your hairstyle must not be overlooked. In New York, women move through various social scenes and must be able to change styles to match the occasion. To keep up with women's busy lives, Salon Vjin hairstylist Naoko introduces a style that can easily go from casual to formal, from relaxed to sexy, from simple to elaborate. This style is the long-layer cut. "Beautifully cut long layers can be transformed into various styles with just hot curlers, a curling iron, tying it up, et cetera. I also want to emphasize how such women can be feminine and beautiful in this long-layer cut," Naoko explains. She uses hot curlers and a curling iron for styling and nothing more, so you can do it yourself. "It's always important to keep your hair luminous and bushy," she adds. With long layers, you can be yourself, have versatility, and — best of all — enjoy your feminine side.



"I always like to stay with
the new look by Naoko."

Salon Vjin
20 Rockfield Plaza, Concourse Level,
New York, NY 10036
tel: 212-664-5864 / www.vjinnewyork.com

Let's Go To Japan and Experience Hot Spring Spa! **HOT SPRING SPA PACKAGE**

Tokyo Straight

INCREDIBLY PRICED
\$1,865

Airfare INT to Japan, 4 nights hotel in
Tokyo, 1 night accommodation in Hot
Spring Spa, English guide tour, etc.
all included! Departure mid September 20



Check Benefits at our Website: You deserve to be young. When you travel, reflect on the
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Free Japan Package
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from \$1,220 **AT&T USA**

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595 River Road, Edgewater, NJ 07020
1-800-222-6824 Open 7 days 9:00am-2pm
www.jtbusa.com jny@jtbusa.com

Charms in Japan - Vol. 3



Juzu

In ancient times, people put on precious stones to protect themselves from natural disasters and malnutrition. It developed into a ritual-like string of beads, which is used among Buddhists while praying for the deceased. It came to Japan with Buddhism from India via China about 1300 years ago. The prototype of Juzu has 108 beads, the number representing most of worldly desires in Buddhism, and each bead absorbs such worldly desire and protects the person who uses the juzu. Nowadays there are several different versions of juzu available: 54 beads, 108 beads, 27 beads, 18 beads and even bracelet-style juzu for daily use.

Courtesy of Bruce Holman / <http://www.beadsandjewelry.com/jpbeads/>
Shamballa by Mikiko Kuroto

A Transformation to Stylish New Hair

Teenagers are open to new styles and aggressively absorb fashion trends, but at the same time they can become nervous when trying out new haircuts. Thirteen-year-old Meagan Ross is visiting New York City from St. Louis and wants to change her hairstyle. Her aunt, Stephanie Ross-Tomey, is a NYC resident and a regular at the hair salon Cowlicks Japan. She decides to bring Meagan here to get a makeover.

Before: Meagan's hair is a few hair color, the result of a dye job with no avaiable colour product. It's too grey for blonde, but it is too bright without Meagan asking for something hair-safe.

Meagan discusses what she is planning with Meiko. She would like to give her a style where Meagan doesn't have to bleached it, as well as some bangs.

Meiko begins preparation for the coloring of Meagan's hair. "I need to wash her previous hair color out at least twice more," she has selected the color Blue Golden for this purpose.

Meagan sits. "I want longer hair, shorter than it is for the summer, but because of her complexion it should only be slightly cool."

Meiko works to create a look with gradients. She is also styling Meagan's current bangs, which are not very visible, wide and large.

Meagan's work. Meagan gets a haircut from Meiko's stylist, Anna. "I was introduced to this salon by my husband, who is a毛糸 (wool) designer. Since our three year old son comes here!"

Meiko's work. Meagan's hair continues. The process of hair coloring and cut takes a couple of hours but Meagan waits in excited anticipation for her new self.

After:

Meagan's first intention to her new look is, "It's great! I can't wait to model my newest all around the city". Meagan's advice to Meagan for maintaining it, "Don't play with your hair in the morning, you should comb it to give it a different texture. There is no need to blow dry, only use your fingers to take advantage of your hair's natural waves."

Cowlicks Japan
107 W. 19th St., 2nd Flr. Bldg. 8, 7th Ave.
New York, NY 10011
TEL: 212-987-2125





DISCOUNT INFO

Save Money at Hair & Beauty Salons

While saving money, you can still receive quality services, enjoy chic hairstyles, and relax yourself. Here are a variety of discounts provided by the salons featured in this issue.

Discounts for Kids & Student Customers

Cowicks Japan	137 W. 18th St., NYC	TEL. 212-367-2123	\$40 and up for kids under 12
Michi Beauty Salon	208 E. 60th St., NYC	TEL. 212-752-8229	\$30 for kids
RH Plus Salon	805 3rd Ave., 2nd Fl., NYC	TEL. 212-644-8058	Contact salon for details
Wave 55	1059 2nd Ave., NYC	TEL. 212-355-7399	\$30 and up for kids under 10
Yo-C Salon	225 E. 5th St., NYC	TEL. 212-629-0355	\$25 for kids and \$50 for students

Discount Prices for Men

Cowicks Japan	137 W. 18th St., NYC	TEL. 212-367-2123	\$55
Michi Beauty Salon	208 E. 60th St., NYC	TEL. 212-752-8229	\$50
Salon Vigin	10 Rockefeller Plaza, Concourse Level, NYC	TEL. 212-664-0564	\$57
Wave 55	1059 2nd Ave., NYC	TEL. 212-355-7399	\$45

Discounts for Visits with Friends, Couples, and Families.

Yo-C Salon	225 E. 5th St., NYC	TEL. 212-629-0355	10% off (Cannot be combined with other discounts)
Eoxy Laser	147 W. 39th St., NYC	TEL. 212-695-1888	20% off (Cannot be combined with other discounts)

First Visit Discounts

Blingish	36 W. 14th St., 2nd Fl., NYC	TEL. 212-675-2280	10% off
RH Plus Salon	805 3rd Ave., 2nd Fl., NYC	TEL. 212-644-8058	10% off (Obtain a discount form on website)
Salon Vigin	10 Rockefeller Plaza, Concourse Level, NYC	TEL. 212-664-0564	20% off
Wave 55	1059 2nd Ave., NYC	TEL. 212-355-7399	10% off
Yo-C Salon	225 E. 5th St., NYC	TEL. 212-629-0355	20% off (Cannot be combined with other discounts Not valid for "Combination" menu)
Eoxy Laser	147 W. 39th St., NYC	TEL. 212-695-1888	Buy 1 and get 1 at half price (Cannot be combined with other discounts)

*To receive discounts, some restrictions may apply. Please contact each salon for more detailed information.

†The date shown above arm is as of July 20th. Discount rates and prices may change without notice.



Beauty Guide

Indicates prices are based on basic plan for four visits and recommended treatment plan for each service.

Coupon code: WNY at www.beautyguideonline.com

HAIR SALON

Melrose West

Honda Coiffeur II
300 Broadway at 19th St
(212) 477-5010

Melrose East
20 L 180 St 3Rd Ave Melrose East
212-368-2995

Uptown East

Stevenson-Sasaki
1884 Madison Ave (bet. 100 & 102 Sts)
212-388-1000

Melrose East
141-151 9th Ave (bet. 3rd & 4th Aves) 1
212-368-2995

Uptown East

Model
301 E 86th St bet. 2nd & 3rd Aves
(212) 429-6220

Melrose East
1007 2nd Ave (bet. 86th & 87th Aves)
212-429-6220

Uptown East

Minami-Salon-Gallery
545 Lexington Ave (bet. 56th & 57th Sts)
(212) 429-8820

Melrose East
1175 2nd Ave (bet. 86th & 87th Aves)
212-429-6220

Uptown East

Tanaka Shiseido Hair Salons

A professional and personal hair salon located in the heart of Manhattan. Our team has been highly regarded for its high standards and extensive knowledge in treatments, as well as Japanese Straightening, Perm, Braiding, and coloring services available.

12th & 23rd, 30th & 31st Streets, 1 E. 38th
(212) 549-8265 www.tanakashiseido.com

Melrose West

Minigirl New York
1880 Broadway and 108th St (bet. 106th & 107th Sts)
212-368-5000

Melrose East
12th & 13th, 16th & 17th Sts (bet. 3rd & 4th Aves)
212-368-5000

Melrose West

SALON VIEEN
From haircuts to full spa packages, we offer a variety of services and techniques. We specialize in color, highlights and extensions. We also offer facials, manicures, pedicures, waxing, and much more!

18th Floor, 1000 Avenue of the Americas
(212) 580-2000 www.salonvieen.com

Melrose East

Elle's Hair
1007 2nd Ave (bet. 86th & 87th Aves)
212-429-6220

P&P Salons
1007 2nd Ave (bet. 86th & 87th Aves)
212-429-6220

Fifth Village

Elle's Hair
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1007 2nd Ave (bet. 86th & 87th Aves)
212-429-6220

Elle's Hair
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Fifth Village

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Elle's Hair
1007 2nd Ave (bet. 86th & 87th Aves)
212-429-6220

East Village	Pink Selen
250 E 9th St, Del. 4th Fl-A/B	F 150 212.623.4913
11:30AM-11PM	11:30AM-11PM

East Village	Q-Han
11 Harrison St, Del. Main & Basement 251	F 150 212.414.4439
11:30AM-11PM	11:30AM-11PM

East Village	Ridge Selen
261 E 9th St, Del. Ave A & 2nd Ave	F 150 212.623.4913
11:30AM-11PM	11:30AM-11PM

East Village	SEI-TOKUBOU
260 E 9th St, Del. Ave A & 2nd Ave 1	F 150 212.623.4913
11:30AM-11PM	11:30AM-11PM

East Village	SEI-TOKUBOU GZ
121 E 9th St, Ave A & 2nd Ave 1	F 150 212.414.4439
11:30AM-11PM	11:30AM-11PM

East Village	Shisei
102 E 9th St, Del. Ave B & C	F 150 212.217.2738
11:30AM-11PM	11:30AM-11PM

East Village	Takemoto Hanz
208 East 9th St, Del. 10/11 Harrison St, 2nd Fl	F 150 212.429.7595
11:30AM-11PM	11:30AM-11PM

East Village	Ueno Selen
401 E 9th St, Del. Ave A & 2nd Ave	F 150 212.569.7773
11:30AM-11PM	11:30AM-11PM

East Village	Yu-C Selen
The most popular Japanese family restaurant in New York, offering all kinds of Japanese cuisine at great value and highlights, including the famous yaki-nabe, the most delicious Japanese hot pot ever! 11:30AM-11PM	F 150 212.629.5804 (www.yuc.com)
11:30AM-11PM	11:30AM-11PM

Lower Manhattan	Hondori Copper Selen
120 Fahey St, Del. 1st & 2nd Fl-A/B	F 150 212.266.1000
11:30AM-11PM	11:30AM-11PM

Lower Manhattan	Lotus Selen Month Meuse
36 White Street, Del. 1st Floor, 2nd Fl-A/B	F 150 212.259.5500
11:30AM-11PM	11:30AM-11PM

Lower Manhattan	Lotus Selen Prince St.
219 West St, Del. Ground Floor	F 150 212.259.5500
11:30AM-11PM	11:30AM-11PM

Lower Manhattan	Lotus Selen Brade St.
141 Brade St, Del. 2nd Fl-A/B	F 150 212.400.5500
11:30AM-11PM	11:30AM-11PM

Lower Manhattan	Sakura Mesa
10 Montague St, Del. 1st Fl-A/B	F 150 212.400.5500
11:30AM-11PM	11:30AM-11PM

Lower Manhattan	Ueno Selen
270 Madison St, Del. 1st Fl-A/B	F 150 212.629.2553
11:30AM-11PM	11:30AM-11PM

Broadway	Camomile Selen & Gelt
107 Grand St, Del. Dr. 2/F	F 150 212.414.2120
www.camomileselen.com	www.camomileselen.com

Long Island City	Li-More
98-05 30th St, Del. 1st Fl-A/B	F 150 212.523.3000
11:30AM-11PM	11:30AM-11PM

Midtown East	Akane Selen
76 Harrison St, Del. 1st Fl-A/B	F 150 212.523.2216
11:30AM-11PM	11:30AM-11PM

Midtown East	New Shoko NAKA
261 Madison Ave, Del. 1st Fl-A/B	F 150 212.443.4504
11:30AM-11PM	11:30AM-11PM

Midtown East	Nitro-Niwa Selen
86 Madison Ave, Del. 1st Fl-A/B	F 150 212.523.2216
11:30AM-11PM	11:30AM-11PM

Midtown East	Mosotaro
170 Madison Ave, Del. 1st Fl-A/B	F 150 212.523.2216
11:30AM-11PM	11:30AM-11PM

Midtown East	Sakura Shiro Selen
261 Madison Ave, Del. 1st Fl-A/B	F 150 212.523.2216
11:30AM-11PM	11:30AM-11PM

Midtown East	Sakura Selen
120 Madison Ave, Del. 1st Fl-A/B	F 150 212.523.2216
11:30AM-11PM	11:30AM-11PM

Midtown East	Shisei
102 E 9th St, Del. Ave B & C	F 150 212.217.2738
11:30AM-11PM	11:30AM-11PM

Midtown East	Takemoto Hanz
208 East 9th St, Del. 10/11 Harrison St, 2nd Fl	F 150 212.429.7595
11:30AM-11PM	11:30AM-11PM

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401 E 9th St, Del. Ave A & 2nd Ave	F 150 212.569.7773
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Chinatown	Ueno Selen
401 E 9th St, Del. Ave A & 2nd Ave	F 150 212.569.7773
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11:30AM-11PM	11:30AM-11PM

Chinatown	YU-C Selen
The most popular Japanese family restaurant in New York, offering all kinds of Japanese cuisine at great value and highlights, including the famous yaki-nabe, the most delicious Japanese hot pot ever! 11:30AM-11PM	F 150 212.629.5804 (www.yuc.com)
11:30AM-11PM	11:30AM-11PM

Chinatown	ZEN Selen
102 E 9th St, Del. Ave B & C	F 150 212.217.2738
11:30AM-11PM	11:30AM-11PM

Chinatown	ZEN Selen
102 E 9th St, Del. Ave B & C	F 150 212.217.2738
11:30AM-11PM	11:30AM-11PM

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Chinatown	ZEN Selen

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Health Guide

Selected places are recommended by editorial panel.
Check website at www.chopstickny.com

SHIATSU

Upper West Yauz True Self

A highly regarded therapist in Japanese Shiatsu who uses traditional Chinese medicine to release tension from your body. Visit her for an individualized customized Shiatsu session.

87-91 Broadway Apt A-201, Tel 212-620-0000
\$120-\$150 per 60 min appointment

Upper East Tassanee

251 E. 84th St., Apt 3B, Tel 212-620-0000
\$120-\$150

Midtown West Osaka Health Spa 46

25 W. 46th St., Box 1000, Tel 212-580-0000
\$120-\$150

Midtown West Seisai de Tokyo

204 W. 49th St., 10th Fl., Tel 212-580-0000
\$120-\$150

Midtown East Oishi Holistic Center

191-193 W. 46th St., 3rd fl., Tel 212-580-0000
\$120-\$150

Midtown East Etsu Saito Sojico

167-177 W. 46th St., 5th fl., Tel 212-580-0000
\$120-\$150

Midtown East Kojo Saito Shizuka

161-171 W. 46th St., 10th fl., Tel 212-580-0000
\$120-\$150

Midtown East Kikko Holistic CENTER

 200 Madison Avenue between 42nd & 43rd Streets, Tel 212-580-0000
A holistic center offering a variety of services including massage, reflexology, aromatherapy, and nutritional counseling.

Midtown East Kandoriya Inc.

211-215 W. 46th St., 10th fl., Tel 212-580-0000
\$120-\$150

Midtown East Piti Thai Massage

211-215 W. 46th St., 10th fl., Tel 212-580-0000
\$120-\$150

Chelsea Cowlicks Japan

521 W. 51st St., 10th fl., Tel 212-580-0000
\$120-\$150

Chelsea OMASHI INSTITUTE

187 W. 51st St., 10th fl., Tel 212-580-0000
\$120-\$150

East Village Karay

201 E. 8th St., 10th fl., Tel 212-580-0000
\$120-\$150

Lower East Health Twill 03

229-249 2nd Street, Box 500, Tel 212-580-0000
\$120-\$150

Lewis Mink Howen's Beauty Salons

20 Howen St., 2nd fl., Broadway-Cortland, Tel 212-580-0000

ACUPUNCTURE

Upper West Dr. Wang

430 Broadway, Box 1000, Tel 212-580-0000
\$120-\$150

Upper West Herbal Ferry Spy

201 E. 8th St., #101, Tel 212-580-0000
\$120-\$150

Midtown West Edran Chao

110 W. 46th St., Suite 100, Tel 212-580-0000
\$120-\$150

Midtown West Hibco Medical Group

174-184 Madison Avenue, Tel 212-580-0000
\$120-\$150

Midtown West NY Acupuncture & Herb

200 W. 46th St., Tel 212-580-0000
\$120-\$150

Midtown West Russo Bioactive

100 W. 46th St., Tel 212-580-0000
\$120-\$150

Midtown West Transcend Acupuncture

 100 W. 46th St., Tel 212-580-0000

Based on a model developed by Dr. David Eisenberg, Acupuncturist, MD, Dr. Jason Speer, Acupuncturist, and Dr. Michael Liao, Acupuncturist.

Acupuncture, acupressure, moxibustion, and

herbal medicine.

100 W. 46th St., Tel 212-580-0000

Midtown East 41st Street Health Core

101-103 41st St., Tel 212-580-0000
\$120-\$150

Midtown East Acamed Conair

167-177 W. 46th St., Tel 212-580-0000
\$120-\$150

Midtown East Amy Nature Center

101-103 41st St., Tel 212-580-0000
\$120-\$150

Midtown East Chay Yee Li

1111 Madison Ave., Tel 212-580-0000
\$120-\$150

Chelsea Love & Companion

140 W. 26th St., Tel 212-580-0000
\$120-\$150

Chelsea Seta Natural Health

170-172 W. 26th St., Tel 212-580-0000
\$120-\$150

Chelsea Chia Kee

152-154 W. 26th St., Tel 212-580-0000
\$120-\$150

Long Island Kuman Acupuncture

555 Merrick Rd., Box 1000, Bellmore, Tel 516-223-5777
\$120-\$150

DOCTOR

Upper East Dr. Jakes Asker

154 Madison Avenue, Tel 212-580-0000
\$120-\$150

Upper East Reg M. Simeoni MD

147-151 E. 8th St., Tel 212-580-0000
\$120-\$150

Midtown West Arctic Medical & Health

201-209 Madison Avenue, Tel 212-580-0000
\$120-\$150

Lorraine Vireo

Midtown East

Dr. Bruce E. Jeon, DDS
Dentist of Mid-Manhattan. He provides orthodontic dentistry, implants, root canal, restorative dentistry, and a variety of non-invasive procedures. Visit his website at www.brucejeon.com.

110 W. 46th St., Tel 212-580-0000
\$120-\$150

Midtown West Luis Prado DDS

201 W. 46th St., Tel 212-580-0000
\$120-\$150

Midtown West M. Sandoval MD

200 W. 46th St., Tel 212-580-0000
\$120-\$150

Midtown West Hibco Medical Group

110 W. 46th St., Tel 212-580-0000
\$120-\$150

Midtown East Purple Skinsurgery Uro

117-121 W. 46th St., Tel 212-580-0000
\$120-\$150

Midtown East Hacsoo Fujisaki PhD

100 W. 46th St., Tel 212-580-0000
\$120-\$150

Midtown East Hiroshi Nakamura

200 W. 46th St., Tel 212-580-0000
\$120-\$150

Midtown East KIKO HOLISTIC CENTER

 100 W. 46th St., Tel 212-580-0000
\$120-\$150

"Holistic Center providing services for physical, emotional, and spiritual well-being." It offers a variety of holistic treatments including massage, reflexology, and nutrition.

110 W. 46th St., Tel 212-580-0000
\$120-\$150

Midtown East Kyo Nakanishi DDS

100 W. 46th St., Tel 212-580-0000
\$120-\$150

Midtown East Massage Skincare

345-347 5th Avenue, Tel 212-580-0000
\$120-\$150

Midtown East Chay Yee Li

1111 Madison Avenue, Tel 212-580-0000
\$120-\$150

Chelsea Love & Companion

140 W. 26th St., Tel 212-580-0000
\$120-\$150

Chelsea Seta Natural Health

170-172 W. 26th St., Tel 212-580-0000
\$120-\$150

Chelsea Chia Kee

152-154 W. 26th St., Tel 212-580-0000
\$120-\$150

Long Island Kuman Acupuncture

555 Merrick Rd., Box 1000, Bellmore, Tel 516-223-5777
\$120-\$150

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154 Madison Avenue, Tel 212-580-0000
\$120-\$150

Upper East Reg M. Simeoni MD

147-151 E. 8th St., Tel 212-580-0000
\$120-\$150

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201-209 Madison Avenue, Tel 212-580-0000
\$120-\$150

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154 Madison Avenue, Tel 212-580-0000
\$120-\$150

Upper East Reg M. Simeoni MD

147-151 E. 8th St., Tel 212-580-0000
\$120-\$150

DOCTOR

Upper East Dr. Jakes Asker

154 Madison Avenue, Tel 212-580-0000
\$120-\$150

Midtown East

Yamagata Dental

200 Madison Avenue, Tel 212-580-0000
\$120-\$150

Midtown West

Japanese Medical Practice

201-209 Madison Avenue, Tel 212-580-0000
\$120-\$150

Chelsea

Hiroshi Miyamoto SW

200 W. 46th St., Tel 212-580-0000
\$120-\$150

New Jersey

Edgewater Family Dent

125 Main St., Tel 201-641-2200
\$120-\$150

New Jersey

Evergreen Pediatrics

100 Main St., Tel 201-641-2200
\$120-\$150

New Jersey

New Jersey Chiro

201-209 Madison Avenue, Tel 201-641-2200
\$120-\$150

New Jersey

Osaka Shizuka

100-102 Park Ave., Tel 201-641-2200
\$120-\$150

New Jersey

Oversea-Japan NJ

201-209 Madison Avenue, Tel 201-641-2200
\$120-\$150

New Jersey

Yasuda

201-209 Madison Avenue, Tel 201-641-2200
\$120-\$150

HEALTH PRODUCT

Chelsea Yoshiko Kuroyan

200-202 20th St., Tel 212-580-0000
\$120-\$150

Chelsea Hera Pharmacy

101 W. 46th Street, Tel 212-580-0000
\$120-\$150

Chelsea Jean Bices

230-232 James St., Tel 212-580-0000
\$120-\$150

AUGUST MASSAGE PROMOTION
New Clients Only

60 min Treatment

\$55

• Acupressure 60 min session 2, shower 20 mins

• Full body massage 120 min

• Facial treatment 1 hour

90 min Treatment

\$85

• Acupressure 60 min session 2, shower 30 mins

• Full body massage 150 min

• Facial treatment 1 hour

For more details of the discounts, visit our website: www.iocoorder.com
COPPER ROSE, CLOVER, LAVENDER, JASMINE, BALSAM, BELLFLOWER, JAPANESE HORSESWEET

I.C.O. I.C.O. Holistic Center Tel 212-589-5300
8-8:45th St., 8th fl., 10th fl., Madison, 42nd Ave. 1

FOOD DRINK GROCERY

RESTAURANT REVIEW

ICHIE RESTAURANT / IZAKAYA MOKU / TOTTO RAMEN / SUSHI ZEN

LET'S EAT THE SEASON (RECIPE)

-TOMATO-

THE KURAMOTO (BREWERY REPORT)

SANWA SHUZO

LISTINGS

JAPANESE RESTAURANT / ASIAN RESTAURANT / GROCERY & SAKE



JAPANESE / SUSHI

Ichie Restaurant

50 W. 18th St., New York, NY 10011

TEL: 212-685-4999

Lunch: Tues/Fri 12pm - 2:30pm; Dinner: Mon-Sat 4:30pm - 11pm

With a sushi bar on every corner of the city, sometimes it is hard to tell whose offerings are the real deal. In the case of **Ichie**, a Japanese restaurant on the Upper West Side, there is no doubt. Chef/Dinner Yoshiaki Takada goes to Fulton Fish Market several times a week for his supplies, and he takes pride in making creations that are both authentic and creative. In the area, this is the rare Japanese restaurant that is actually run by Japanese. Because Ichie is located so close to Columbia University, many of Takada's customers are students. In recognition of this, he has come up with some amazing dishes such as the lunch early bird set available from 12-3 pm and 4:30-7 pm which offers a generous meal for only \$12. You can choose from edamame and one type of roll along with a tempura dish, fruit and miso soup, or edamame and a roll with salad and vegetable tempura udon. In addition, there are multiple daily specials with that day's freshest fish or Takada's recommendations. Make sure not to miss Ichie's special rolls such as the Madison, Columbus and Auster Daze! This is the place to go if you are looking for hamestyle Japanese food at a reasonable price.



ICHIE SPECIAL CHIRASHI



Ichie's Special Chirashi is a gorgeous presentation and contains 16 pieces of sashimi fresh fish over three colored rice balls mixed with fish rice. The rice balls feature unique "fuses" (or swirls), and their colors artfully complement the brightness of the shimmering fish.

3 Best Sellers

- **Tuna/Unagi (eel) Tuna**
Salmon Sushi
- **Katsudon** (grilled pork
Nikujatsu)
- **Ichie Special
Chirashi**

JAPANESE / KOREAN / IKAKAYA

Izakaya Moku

10 W. 18th St. (bet. 6th & Broadway), New York, NY 10011

TEL: 212-730-0212 | www.izakayamoku.com

Mon-Wed: Sun 5pm - Late Thurs Sat 5pm - 6am

If you love the idea of a Japanese izakaya but the usual portions just don't do it for you, **Izakaya Moku** in Koreatown is the place to go. Manager Mayling Mi describes her izakaya's offerings as "large tapas," composed of Japanese dishes, some prepared traditionally and some with a Korean influence. For example, not to be missed is the spicy miso asssted scallop slaw which covers octopus, squid, shrimp, onion and bell peppers with a spicy sauce that has a hint of sweetness and is cooked with Japanese charcoal just like yakitori. Other standout dishes are the perfectly smoked Tora Tako and the Sikken Ebi Grilled whose yuzu citrus soy sauce dressing wonderfully complements its slightly fried soft, egg and strawberry contents. Those craving soup will be more than satisfied by the plentiful Chawan Oden Dog. There is no shortage of drinking options at Moku with a wide selection of beer, sake, Korean wine and soju. Whatever your spirit of choice, after a few drinks you will probably be ready for Moku's laid-back room located inside the restaurant that can accommodate up to 14 people. The night is young at Moku so settle in for some delicious food and drink!



BEEF TATAKI



Izakaya Moku's Beef Tataki is a mouthwatering treat. This generous portion features seared black peppered ribeye steaks with house teriyaki sauce, and is adorned with peppers and onions. As you cut the beef, a subtle tangy umami taste results!

3 Best Sellers

- **Moku Assorted
Sashimi** \$14.95
- **Beef Tataki** \$17.95
- **Chawan Oden Dog** (choose: mussels and seaweed for extra flavor) \$14.95

RAMEN

Totto Ramen

391 W 53rd St, Blvd, Fl 8th & 5th Ave 1, New York, NY 10019
TEL: 212 463-0862 | www.tottoramen.com
Mon-Sun, 8pm - 11:30pm, 10:30pm - 11pm only

Like a perfect addition to a successful dynasty, the new born of the Totto family lives up to his last name. Open only since June 3rd, **Totto Ramen** is already establishing itself as a landmark in the ramen world. Located right above the theater district on 52nd Street and 8th Avenue, the ramen house is the only restaurant of its kind in the neighborhood. The name offers six kinds of broths and all of them are MSG free. The most popular dish is the **Totto Chicken Ramen**. The soup is slowly prepared by simmering a whole chicken along with chicken bones, which became the signature of the Totto restaurants. The bones bring a very rich and distinctive flavor until the last drop. The **Totto Chicken Ramen** and the **Totto Spicy Ramen** are served with hand-made straight noodles, delicious fresh tempoyaki by the expert noodle restaurant **Soba Totto**. Vegetarians are not left aside: they can choose from two delicious noodle bowls served with tasty seasonal vegetables, sesame oil, yuzu paste and delicious organic noodles. The aroma of ramen broth fills the air, while the jovial staff attend to the tables this is what a real Japanese ramen house should look like!



TOTTO CHICKEN RAMEN



Totto Chicken Ramen is an authentic treat for ramen lovers, straight noodles cooked to perfection, topped with meat, scallions and crispy garlic and onions, along with two slices of jalapeno and a short of rice towed rice.

3 Best Sellers

- **Totto Chicken Ramen** \$14.25
- **Totto Spicy Ramen** \$14.25
- **Totto Miso Ramen** \$14.25

SUSHI / JAPANESE

Sushi Zen

120 W 46th St, just off 7th & Broadway, New York, NY 10036
TEL: 212 502-0373 | www.sushizenzyc.com
Mon-Fri 12-2:30pm, 5:30pm-9:30pm Sat 5-11pm

Push the door to **Sushi Zen** and be wrapped in the modern and serene atmosphere of the restaurant, where your culinary experience is about to begin. The mission of famous chef Toshi Suzuki, who pioneered the sushi scene in NY in the 80's, is to make sure you "travel, explore and experience Japan" through his signature dishes. The ten "Happy few" who get the chance to sit at the sushi counter can enjoy a constant show of colors, textures and gliding knives. Under an undisturbed view, the clients can enjoy the ballet of the sushi chefs slicing fresh seafood. More than a mere dish, it is an art piece that you see unveiled in front of you. Inspired by the seasons, the menu is a mine of creativity. The ingredients used are at the center of every dish, and each element's character is preserved to bring the best of taste and health benefit. This concept was born in Japan over 800 years ago, and was simply re-introduced by chef Suzuki, lecturer in hygiene management and now fish preparation skill at the most famous culinary institutions in NY. By combining artistic and technical skills, Sushi Zen sure knows how to bring the most authentic Japanese experience in the heart of NYC.



HANPPI PIZZI GOLD RIBBLE / HANPPI IN CLEAR SOUP



Adding the ingredients over the soup, Sushi Zen's unique expertise is to know how to combine the most exotic of the dish with the health benefit of each separate ingredient. Hanppi is a summer delicacy which requires a meticulous preparation technique to highlight its uniquely oily texture.

3 Best Sellers

- **Takayama** \$14 (assorted)
- **Seared Big-eye Tuna** \$20
- **Dakibutsu - chef's choice** \$14-22

Brighten Up Your Future with a Happy Bento Wedding

Your wedding is one of the most important events of your life and it should be memorable. But when reality comes into play, you have to carefully allocate your budget, be efficient as well as impulsive. One African American and Japanese couple came up with an revolutionary idea to use bento boxes for wedding banquets, and they collaborated with FUJI Catering, the leading bento box catering company in New York, to create a completely original bento wedding banquet. Here we will share how they achieved that.

Timeline for Lynne and Shinya's wedding banquet

4 months prior to the wedding:

Made a phone call to FUJI Catering and pitched their idea. Considered a in-person consultation and decided to create three different menus: Chicken, Fish and Vegetables.



2 months prior to the wedding:

FUJI Catering ordered special customized containers from Japan. Listed a menu with soul food dishes. Checked the location of the banquet.



1 month prior to the wedding:

Tasted the sample dishes, and added final touches to the soulful menu.

4 hours before the wedding:

Started preparing food at FUJI Catering with soul food chef.

1 hour before the wedding:

Started setting up at the banquet location.

At the wedding banquet:



Three different kinds of bento were served upon the guests request. The bride enjoyed a chicken bento while the bridegroom had fish.



Lynne & Shinya say...

As a matter, I have attended a lot of wedding banquets and noticed that most of the foods and dishes at the parties go to waste for my wedding, I wanted something scrumptious if it's not hot, and something with the idea of bento. Also, bento can pack everything in one small vessel so I thought it would be perfect for that occasion.

I chose FUJI Catering, because they were the most punctual among the companies that I consulted. Mr. Furukawa was so flexible about our requests and willing to try something new such as incorporating two completely different food cultures. Soul food flavor mix with Asian and Japanese from my side. Lynne and I were impressed by how nicely he suited the two cultures, and now know that our choice was right when we mixed these simple together.

If you want to plan something original, bento will definitely surprise your guests and FUJI Catering will help you plan the best!



Lynne & Shinya Mayamoto

Mr. Furukawa says...

It was an interesting experience to blend soul food and Japanese food in a bento box for the wedding. The toughest part of this involves in the temperature. Japanese food in bento is cooked to be very warm even when it's cold, on the other hand food should be swimming hot when the guests are about to eat. So I had to carefully taste when the food was served. Also, I ordered a special container that can serve food up just by pulling it right attached to it. It's convenient to prepare, but I think it will scare guests away. Bento are absolutely cost effective and after a consultation we can customize the content, container and arrangement according to your request. If you want to learn up your prep why not try it?



Kenji Furukawa,
President of FUJI Catering



We deliver to your neighborhood! All **Montclair, New Jersey, Long Island, Queens and Brooklyn**

All bento can be customized. If you like to customize your bento, make an order at least a week prior and the delivery will be on its way, on time and to your desired location! In order to customize bento for weddings and other special events, please order at least two weeks prior to the events and allow us the time for preparation.

FUJI Catering T: 212-219-9955 F: 212-941-1171 WWW.FUJI-CATERING.COM

Tofu

everyday

SUN MON TUE WED THU FRI SAT



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161 Columbus Ave (bet 10th & 11th Sts)
212-875-4200

Upper West Bar Masa

1000 Amsterdam Ave (bet 10th & 11th Sts)
212-823-0200

Upper West Edo Japanese Restaurant

Details about Edo Japanese Restaurant can be found online at www.edojapan.com. Open from 12pm to 10pm on most days of the week, except for Sunday at 10pm. Bar seats with 10 seats. Maitre d' will seat you. No menu, just off-the-menu items prepared to perfection. The difference is taste. 201 Broadway (bet 7th & 8th Sts)
212-411-8800

Upper West Goro

300 Columbus Ave (bet 17th & 18th Sts)
212-595-1800

Upper West Hana

480 Columbus Ave (bet 10th & 11th Sts)
212-545-0400

Upper West Ichiba Japanese Restaurant

Details about Ichiba Japanese Restaurant can be found online at www.ichiba.com. The restaurant is located in the heart of the Upper West Side. It is the most authentic Japanese restaurant in the area. It offers a variety of dishes, including握り寿司 (握寿司), 鮨 (鮓), and 焼き物 (焼き物). Call for more information. 1700 Broadway (bet 10th & 11th Sts)
212-423-4000. Open for dinner only.

Upper West Katsuo

179 Amsterdam Ave (bet 10th & 11th Sts)
212-721-0300

Upper West Koyasan

1000 Amsterdam Ave (bet 10th & 11th Sts)
212-624-0200

Upper West Kumo Sushi

1000 Amsterdam Ave (bet 10th & 11th Sts)
212-580-4200

Upper West Manzo Sushi

220 Amsterdam St (between 10th & 11th Sts)
212-584-4000

Upper West Momo Organic Cafe

188 Amsterdam Ave (bet 10th & 11th Sts)
212-724-1100

Upper West Mous

200 Amsterdam Ave (bet 10th & 11th Sts)
212-412-0200

Upper West Mous

101 Columbus Ave (bet 10th & 11th Sts)
212-595-7000

Upper West Monojo Amsterdam

427 Amsterdam Ave (bet 10th & 11th Sts)
212-580-0002

Upper West Nenno Denshi

4810 Broadway (bet 10th & 11th Sts)
212-545-2111

Upper West Oba

580 Amsterdam Ave (bet 10th & 11th Sts)
212-721-0200

Upper West Project Sushi

249 Amsterdam Ave (bet 10th & 11th Sts)
212-514-2929

Upper West Sage Grill

180 Columbus Ave (bet 10th & 11th Sts)
212-444-2200

Upper West Saji's

259 W 70th St (bet Broadway & Amsterdam)
212-580-5500

Upper West Sama Sushi

381 Columbus Ave (bet 10th & 11th Sts)
212-584-4200

Upper West San-Cha

200 Broadway (bet 10th & 11th Sts)
212-580-2000

Upper West Sushi A Go-Go

1000 Broadway (bet 10th & 11th Sts)
212-262-2900

Upper West Sushi House

180 Amsterdam Ave (bet 10th & 11th Sts)
212-580-5500

Upper West Sushi 2

101 W 70th St (bet Broadway & Central Park West)
212-510-1770

Upper West Teppan

1000 Broadway (bet 10th & 11th Sts)
212-584-0000

Upper West Texas

260 Columbus Ave (bet 7th & 8th Sts)
212-580-7000

Upper West Vina Sushi & Sake

2000 St Nicholas Avenue, 10th & 11th Sts
212-232-2000

Upper East

Upper East Aki Sushi

101 W 75th St (bet 7th & 8th Sts)
212-826-4475

Upper East Akira

101 W 75th St (bet 7th & 8th Sts)
212-826-0888

Upper East Donsei

101 W 75th St (bet 7th & 8th Sts)
212-826-0888

Upper East East Japanese

101 W 75th St (bet 7th & 8th Sts)
212-826-0474

Upper East Fuji House

101 W 75th St (bet 7th & 8th Sts)
212-826-0200

Upper East Genchi

101 W 75th St (bet 7th & 8th Sts)
212-826-0200

Upper East Gensei

101 W 75th St (bet 7th & 8th Sts)
212-826-0200

Upper East Hana

101 W 75th St (bet 7th & 8th Sts)
212-826-0200

Upper East Hana

101 W 75th St (bet 7th & 8th Sts)
212-826-0200

Upper East Heru Sushi Bar

100 2nd Ave (bet 10th & 11th Sts)
212-250-2700

Upper East Hollandia

100 2nd Ave (bet 10th & 11th Sts)
212-250-2700

Upper East Ichiba

100 2nd Ave (bet 10th & 11th Sts)
212-250-2700

Upper East Inoue Sushi

100 2nd Ave (bet 10th & 11th Sts)
212-250-2700

Upper East Italiano

100 2nd Ave (bet 10th & 11th Sts)
212-250-2700

Upper East Iwate Sushi

100 2nd Ave (bet 10th & 11th Sts)
212-250-2700

Upper East Kao Sushi

100 2nd Ave (bet 10th & 11th Sts)
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Upper East Kei Sushi (York Ave)

100 2nd Ave (bet 10th & 11th Sts)
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Upper East Kei Sushi (York Ave)

100 2nd Ave (bet 10th & 11th Sts)
212-250-2700

Upper East Katsu Sushi

100 2nd Ave (bet 10th & 11th Sts)
212-250-2700

Upper East Ko Sushi

100 2nd Ave (bet 10th & 11th Sts)
212-250-2700

Upper East Kyoto Bushi

100 2nd Ave (bet 10th & 11th Sts)
212-250-2700

Upper East Meigetsu

100 2nd Ave (bet 10th & 11th Sts)
212-250-2700

Upper East Mr. Ginger

100 2nd Ave (bet 10th & 11th Sts)
212-250-2700

Upper East Nameko Sushi

100 2nd Ave (bet 10th & 11th Sts)
212-250-2700

Upper East Nippon

100 2nd Ave (bet 10th & 11th Sts)
212-250-2700

Upper East Odd Sushi

100 2nd Ave (bet 10th & 11th Sts)
212-250-2700

Upper East Pika

100 2nd Ave (bet 10th & 11th Sts)
212-250-2700

Upper East Sashimi

100 2nd Ave (bet 10th & 11th Sts)
212-250-2700

Upper East Shabu-Shabu 77

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212-250-2700

Upper East Sushi Bar

100 2nd Ave (bet 10th & 11th Sts)
212-250-2700

Upper East Sushi of Asia

100 2nd Ave (bet 10th & 11th Sts)
212-250-2700

Upper East Sushi Sushi

100 2nd Ave (bet 10th & 11th Sts)
212-250-2700

Upper East Sushi Sushi

100 2nd Ave (bet 10th & 11th Sts)
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Upper East Sushi Sushi

100 2nd Ave (bet 10th & 11th Sts)
212-250-2700

Upper East Sushi Sushi

100 2nd Ave (bet 10th & 11th Sts)
212-250-2700

Upper East Tako

100 2nd Ave (bet 10th & 11th Sts)
212-250-2700

Upper East Tokubeki 26

994 1st Ave (bet 1st & 2nd Ave)
212-531-2600

Upper East Tokyo

100 2nd Ave (bet 10th & 11th Sts)
212-250-2700

Upper East Tokio Restaurant

100 2nd Ave (bet 10th & 11th Sts)
212-250-2700

Upper East Wajima

100 2nd Ave (bet 10th & 11th Sts)
212-250-2700

Upper East Wajima

100 2nd Ave (bet 10th & 11th Sts)
212-250-2700

Upper East Yume

100 2nd Ave (bet 10th & 11th Sts)
212-250-2700

Upper East Yume

100 2nd Ave (bet 10th & 11th Sts)
212-250-2700

Midtown West

Midtown West Aki Sushi

301 W 57th St (bet 5th & 6th Aves)
212-580-0000

Midtown West Aki Sushi

301 W 57th St (bet 5th & 6th Aves)
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Midtown West Aki Sushi

301 W 57th St (bet 5th & 6th Aves)
212-580-0000

Remarkable Lunch Offerings at MEGU Midtown

Excellent news for those who want to enrich their weekend experience—MEGU Midtown has just started a Sunday brunch menu! The brunch, available from 11am to 3pm, features signature MEGU dishes such as the MEGU Original Kobe Burger and Lobster Cod Burger, and new, exciting brunch items like Organic Eggs Benedict with Seared Salmon and Caviar, Kobe Steak and Eggs. They even have a Kids Brunch Platter with mini Kobe Burgers, Truffle Fries and more.

They will also be offering exciting opportunities to taste its modern Japanese cuisine during NYC's upcoming Restaurant Week, from July 12 through Sep. 6. They will serve a prix fixe 3-course lunch for \$24.07, which gives you several options for your appetizer, entree and dessert. If you can't make it during Restaurant Week, MEGU Midtown offers a simple 3-course lunch for \$24 and up during the entire year, with even more exciting menu options. There are four appetizers to choose from such as the Miso Grilled Salmon and Crispy "Kuscan" Shrimp and seven entree options like the MEGU Besto Platter and Chef's Omakase Sushi plus eight desserts on the menu, such as the Green Tea Cheesecake.

This prix fixe lunch is especially popular among female customers, who—unlike men—are allowed to pick two desserts.

For more delicious lunch, MEGU Midtown just introduced a brand new 5-course prix fixe lunch for \$75 featuring a multitude of MEGU favorites. From authentic Japanese to eclectic, from casual to elegant, MEGU Midtown's lunch and brunch menus are sure to please every palate.

*Dining Reservations: Note: MEGU Midtown also offers a dinner menu for \$35 and up. A selection of MEGU's regular lunch dishes will be available during brunch hours (11am - 3pm) on Sundays.



MEGU Midtown
645 United Nations Plaza
(The Trump Tower, 30th Fl.)
New York, NY 10017
MEGU New York
62 Thomas St.
New York, NY 10003
T: 212.964.7777
www.meguny.com
 meguynewyork
@meguynewyork



M E G U
modern Japanese cuisine



The Brunch Platter is the perfect sampling of MEGU cuisine. The featured items change daily depending on the freshest ingredients, but the platter will always feature their, wasabi-fried, and additional "treats."



Desserts are very appealing to female customers, who are allowed to choose two. The popular Green Tea Cheesecake adds an element of日本 (Japan) to a French favorite.

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Zen
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Kensington	Tennen Sushi	201 W 72nd St, bet 8th & 9th Aves \$1-\$20 212-505-0001	Gramercy	Kinoko Sushi East	283 W 23rd St, bet 9th & 10th Aves \$1-\$20 212-242-0000	Mesa Village	Ushiro Sushizama	108 W 42nd St (between 8th & 9th Aves) 212-242-0400	Kane Village	Kanei Dots	780 Broadway (bet 8th & 9th Aves) \$20 212-580-5500
Chelsea	Bianco Cucina	160 W 29th St, bet 8th & 9th Aves \$1-\$20 212-242-0401	Gramercy	Alfresco	194 Lexington Ave (bet 3rd & 4th Aves) 212-242-0000	Mesa Village	YAMA no Cantine S.	36-40 West 10th St (bet Broadway & 8th Ave) 212-460-0000	East Village	Kosha	259 W 2nd St (bet 8th & 9th Aves) \$20 212-242-0400
Chelsea	Bach Sushi	180 W 29th St, bet 8th & 9th Aves \$1-\$20 212-242-0000	Gramercy	Makoto	181 E 20th St, bet 3rd & 4th Aves \$1-\$20 212-242-0000	Mesa Village	Ashley	181 1/2 1st Ave, bet 10th & 11th Aves \$1-\$20 212-242-0300	East Village	Kosha	259 W 2nd St (bet 8th & 9th Aves) \$20 212-242-0400
Chelsea	ENRUYU	380 1/2 W 29th St (bet 8th & 9th Aves) \$20 212-242-0000	Gramercy	Salem	194 Lexington Ave (bet 3rd & 4th Aves) 212-242-1700	Mesa Village	Avant X Asian World	180-182 Avenue A (bet 1st & 2nd Aves) \$1-\$20 212-242-0000	East Village	Kyo Ya	184 W 42nd St (bet 8th & 9th Aves) \$20 212-460-0000
Chelsea	Inca Sushi	490 1/2 2nd Ave, bet 20th & 21st Sts \$1-\$20 212-242-0000	Gramercy	Sashimi SAMBA	202 Park Ave South, bet 10th & 11th Aves \$1-\$20 212-242-0201	Mesa Village	BRON STREET	180-182 Avenue A (bet 1st & 2nd Aves) \$1-\$20 212-242-0000	East Village	May Queen Kansen	212 1/2 2nd Ave (bet 7th & 8th Aves) \$20 212-242-0000
Chelsea	Isakaya Tei	287 1/2 2nd Ave (bet 20th & 21st Sts) \$1-\$20 212-242-0000	Gramercy	Tokko Sushi Express	180-182 Avenue A (bet 2nd & 3rd Aves) \$1-\$20 212-242-0000	Mesa Village	Chikai	180-182 Avenue A (bet 2nd & 3rd Aves) 212-242-0000	East Village	Meister Yer	212-242-0200, Sat 1pm-10pm, Mon-Fri 5pm-10pm 212-242-0400
Chelsea	Matsuri	380 W 14th St (bet 8th & 9th Aves) \$1-\$20 212-242-0000	Gramercy	YAMA Kitchens and	181 E 17th St, bet 1st & 2nd Aves \$1-\$20 212-242-0000	Mesa Village	YAMCA	180-182 Avenue A (bet 2nd & 3rd Aves) \$1-\$20 212-242-0000	East Village	MINCA	104 E 10th St, bet 1st & 2nd Aves \$1-\$20 212-242-0000
Chelsea	Momoyama Chelsea	195 1/2 2nd Ave, bet 21st & 22nd Sts \$1-\$20 212-242-0000	Gramercy	YAMCA Kitchens and	181 E 17th St, bet 1st & 2nd Aves \$1-\$20 212-242-0000	Mesa Village	Yamai	181 1/2 1st Ave, bet 10th & 11th Aves \$1-\$20 212-242-0000	East Village	Names	181 W 42nd St (bet 8th & 9th Aves) \$20 212-242-0000
Chelsea	Monster Sushi	180 W 29th St, bet 8th & 9th Aves \$1-\$20 212-242-0000	Gramercy	Yan Cha San	180-182 Avenue A (bet 2nd & 3rd Aves) \$1-\$20 212-242-0000	Mesa Village	Yamai	181 1/2 1st Ave, bet 10th & 11th Aves \$1-\$20 212-242-0000	East Village	Meister Yer	212-242-0200, Sat 1pm-10pm, Mon-Fri 5pm-10pm 212-242-0400
Chelsea	MOKKOTOB	40 W 21st St (bet 8th & 9th Aves) \$1-\$20 212-242-0000	Gramercy	Yan Cha San	180-182 Avenue A (bet 2nd & 3rd Aves) \$1-\$20 212-242-0000	Mesa Village	Yamai	181 1/2 1st Ave, bet 10th & 11th Aves \$1-\$20 212-242-0000	East Village	Names	181 W 42nd St (bet 8th & 9th Aves) \$20 212-242-0000
Chelsea	Nakazawa	48 W 17th St, bet 8th & 9th Aves \$1-\$20 212-242-0000	Gramercy	Yan Cha San	180-182 Avenue A (bet 2nd & 3rd Aves) \$1-\$20 212-242-0000	Mesa Village	Yamai	181 1/2 1st Ave, bet 10th & 11th Aves \$1-\$20 212-242-0000	East Village	Meister Yer	212-242-0200, Sat 1pm-10pm, Mon-Fri 5pm-10pm 212-242-0400
Chelsea	Neige Naka	48 W 17th St, bet 8th & 9th Aves \$1-\$20 212-242-0000	Gramercy	Yan Cha San	180-182 Avenue A (bet 2nd & 3rd Aves) \$1-\$20 212-242-0000	Mesa Village	Yamai	181 1/2 1st Ave, bet 10th & 11th Aves \$1-\$20 212-242-0000	East Village	Names	181 W 42nd St (bet 8th & 9th Aves) \$20 212-242-0000
Chelsea	Tando Tei	180-182 Avenue A (bet 2nd & 3rd Aves) \$1-\$20 212-242-0000	Gramercy	Yan Cha San	180-182 Avenue A (bet 2nd & 3rd Aves) \$1-\$20 212-242-0000	Mesa Village	Yamai	181 1/2 1st Ave, bet 10th & 11th Aves \$1-\$20 212-242-0000	East Village	Meister Yer	212-242-0200, Sat 1pm-10pm, Mon-Fri 5pm-10pm 212-242-0400
Chelsea	Tobako	180 W 29th St, bet 8th & 9th Aves \$1-\$20 212-242-0000	Gramercy	Yan Cha San	180-182 Avenue A (bet 2nd & 3rd Aves) \$1-\$20 212-242-0000	Mesa Village	Yamai	181 1/2 1st Ave, bet 10th & 11th Aves \$1-\$20 212-242-0000	East Village	Names	181 W 42nd St (bet 8th & 9th Aves) \$20 212-242-0000
Gramercy											
Gramercy	To EAST	180-182 Avenue A (bet 2nd & 3rd Aves) \$1-\$20 212-242-0000	Gramercy	Yan Cha San	180-182 Avenue A (bet 2nd & 3rd Aves) \$1-\$20 212-242-0000	Mesa Village	Yamai	181 1/2 1st Ave, bet 10th & 11th Aves \$1-\$20 212-242-0000	East Village	Neri	181 1/2 1st Ave (bet 7th & 8th Aves) \$20 212-242-0000
Gramercy	Aja Sushi	91 1/2 2nd Ave, bet 5th & 6th Aves \$1-\$20 212-242-0000	Gramercy	BATTI	280 W 23rd St, bet 9th & 10th Aves \$1-\$20 212-242-0000	Mesa Village	Yan Cha San	180-182 Avenue A (bet 2nd & 3rd Aves) \$1-\$20 212-242-0000	East Village	Off Toku	180-182 Avenue A (bet 2nd & 3rd Aves) \$1-\$20 212-242-0000
Gramercy	BATTI	180-182 Avenue A (bet 2nd & 3rd Aves) \$1-\$20 212-242-0000	Gramercy	Glosshi	180-182 Avenue A (bet 2nd & 3rd Aves) \$1-\$20 212-242-0000	Mesa Village	Yan Cha San	180-182 Avenue A (bet 2nd & 3rd Aves) \$1-\$20 212-242-0000	East Village	Outsiders	180-182 Avenue A (bet 2nd & 3rd Aves) \$1-\$20 212-242-0000
Gramercy	Hasegawa	180-182 Avenue A (bet 2nd & 3rd Aves) \$1-\$20 212-242-0000	Gramercy	Hase	201 W 72nd St, bet 8th & 9th Aves \$1-\$20 212-242-0000	Mesa Village	Kochiwa	180-182 Avenue A (bet 2nd & 3rd Aves) \$1-\$20 212-242-0000	East Village	Kan Kai Kai	180-182 Avenue A (bet 2nd & 3rd Aves) \$1-\$20 212-242-0000
Gramercy	Hase	201 W 72nd St, bet 8th & 9th Aves \$1-\$20 212-242-0000	Gramercy	JAPENNIS	180-182 Avenue A (bet 2nd & 3rd Aves) \$1-\$20 212-242-0000	Mesa Village	Kochiwa Sushi	180-182 Avenue A (bet 2nd & 3rd Aves) \$1-\$20 212-242-0000	East Village	Kabuki Sushi House	180-182 Avenue A (bet 2nd & 3rd Aves) \$1-\$20 212-242-0000
Gramercy	JAPENNIS	180-182 Avenue A (bet 2nd & 3rd Aves) \$1-\$20 212-242-0000	Gramercy	Kochiwa Sushi	180-182 Avenue A (bet 2nd & 3rd Aves) \$1-\$20 212-242-0000	Mesa Village	Kochiwa Sushi	180-182 Avenue A (bet 2nd & 3rd Aves) \$1-\$20 212-242-0000	East Village	Sake Bar Satsko	180-182 Avenue A (bet 2nd & 3rd Aves) \$1-\$20 212-242-0000

East Village	Sapporo East
181 1st Ave (btw 10th & 11th)	\$20-\$40
212-620-5200	

East Village	Sapporo (St. Marks Pt.)
580 St. Marks Pl (bet. 1st & 2nd Aves)	\$20-\$40
212-629-7700	

East Village	Shaka-Tatsu
291 E. 10th St (bet. 1st & 2nd Aves)	\$20-\$40
212-977-0702	

East Village	Sakabaki
Salisbury Steaks, 100% Local Hamburgers, Shakes, Milkshakes and various Dining options as prepared by Paul Jacobs' father - a restauranteur. Combines one of the best steakhouses with a casual dine-in restaurant.	\$15-\$40
1001 1/2 1st Ave (btw 8th & 9th Aves)	
212-594-2349 www.sakabaki.com	
East Village	SEBAYA

East Village	SEBAYA
Made-to-order hand-baked flatbreads, soups, salads, salads, rice bowls, soups, smoothies, smoothie bowls, wraps and healthy meals. Freshly baked flatbreads made-to-order, soups and salads. Daily special appetizers available and available for delivery.	\$10-\$30
1881 4th Ave (bet. 3rd & 4th Aves)	\$20-\$40
212-623-8880 www.sebaya.com	
East Village	Sesame East Village

East Village	Sesame East Village
281 E. Houston St (bet. 2nd & 3rd Aves)	\$20-\$40
212-944-4775	

East Village	Sesame Restaurant
187 E. Houston St (bet. 3rd & 4th Aves)	\$20-\$40
212-947-7700	

East Village	Sushi Anywhere
Delivery Japanese food at reasonable prices. All Day Sushi, featuring 50% off all rolls, 50% off all soups and 50% off all sides. Open 24/7. Corporate events, 12 month packages available. Delivery available 24/7. Open 10 AM - 10 PM. 7 days a week. 10 AM - 10 PM. 100 E. Houston St (bet. 2nd & 3rd Aves)	\$20-\$40
100 E. Houston St (bet. 2nd & 3rd Aves)	

East Village	Sushi Lawrence
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212-979-1222 www.bananabowls.com	
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2189 10th St. (bet. 2nd & 3rd Aves)	\$20-\$40
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101 Avenue A bet. 8th & 9th Sts (bet. 1st & 2nd Aves)	\$20-\$40
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Lower Manhattan	Azuki Sushi
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212-960-0000	

Lower Manhattan	Basic Novakas
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212-960-0000	

Lower Manhattan	Basic Novakas
100 W. Houston St (bet. 2nd & 3rd Aves)	\$20-\$40
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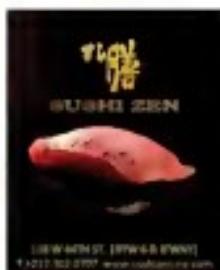
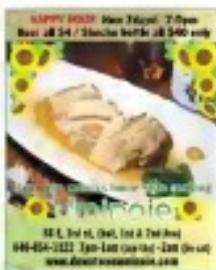
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201-202-0022	

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261 Central Ave, White Plains NY 10606 (914) 666-0251	\$20 L

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Reserve	Lao
400 Washington Ave, just off the Holland Br. (201) 536-4051	\$20 L

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903 2nd Ave, bet. 5th & 6th Sts (201) 223-7024	\$20 L

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Reserve	Asadee Thai
100 2nd Ave (bet. 10th & 11th Sts) (212) 610-0003	\$20 L

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Lemongrass Grill

Reserve	Naev
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Naev

Reserve	Pepper Chaikas
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Pepper Chaikas

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Reopened Thai

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Siem Reap

Reserve	Siam Thai Cuisine
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Siam Thai Cuisine

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Siam Thai Cafe

Reserve	Siem Reap
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Siem Reap

Reserve	Siem Reap 2
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Reserve	Siem Reap 3
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Siem Reap 3

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Siem Reap 4

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Siem Reap 5

Reserve	Siem Reap 6
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Let's Eat the Season

-Tomatoes-



The tomato is in its high season now. In Japan there is a saying, "when the tomato ripens, the doctor goes pale," meaning that a red, ripened tomato is so nutritious that it keeps the doctor away. It is well known that tomatoes have an abundance of vitamins A and C. They are also a good source of lycopene and rutin. Lycopene is an antioxidant that prevents aging, and rutin can lower blood pressure. Cherry tomatoes are the most nutritionally condensed of all the varieties of tomatoes.

Here, our teacher Misaki shares her recipe for Cherry Tomato Compost, a sweet dish that departs from the tomato's typically savory uses. Unlike a compote made from sliced fruit, this version has a refreshing flavor, with a touch of ginger adding a kick. You will enjoy its unique texture and the way it pops in your mouth. The Cherry Tomato Compost is delicious by itself but is a wonderful companion to Misaki's Tofu Panna Cotta, which melts smoothly on your tongue.

Cherry Tomato Compost & Tofu Panna Cotta



[INGREDIENTS] (serving: 4)

- (Cherry Tomato Compost) 12 cherry tomatoes 1/2 cup sugar
 1/2 cup water 1/3 cup white wine 2 slices ginger
- (Tofu Panna Cotta) 8 oz. silken tofu 1/2 cup sugar
 1 envelope gelatin 1 cup milk (soy milk can be substituted)
 Grated lime zest and Cherry Tomato

[DIRECTIONS]

- (Cherry Tomato Compost)
 1. Slice cross at end of each cherry tomato.
 2. Blanch tomatoes in boiling water for 30 seconds.

3. Immediately put blanched tomatoes in ice water.
 4. Peel skin of cherry tomatoes.
 5. Put sugar, water, wine, and ginger in small pot and bring to boil.
 6. Stir to dissolve sugar completely.
 7. Turn off heat and put the peeled tomatoes.
 8. When cooled to room temperature, put into container and let sit in refrigerator overnight.
- (Tofu Panna Cotta)
1. Sprinkle gelatin with 3 tablespoons of water.
 2. Blend tofu, sugar, and milk in blender until smooth.
 3. Pour mixture in pan and bring to near boil over medium heat.
 4. Turn off heat and add gelatin mixture.
 5. Mix well until gelatin is completely melted.
 6. Run mixture through strainer to catch any lumps.
 7. Put mixture into small bowl and cover with Saran Wrap.
 8. Let sit in refrigerator for more than 2 hours or until set.



Type: Blanching tomatoes and cooling them in ice water makes it easier to peel them later, so don't skip this step. Tofu is very delicate, so be careful not to beat the surface.

MISAKI SASSA, Japanese cooking enthusiast/food consultant. Misaki teaches authentic Japanese cooking, focusing on simple, delicious, and healthy home-style cooking using seasonal and local ingredients.
 Tel: 646-389-9823
 Website: japanesecookeryandcuisine.com
 Cooking videos: misakis.com

Pulling Out the Best Flavor of Raw Fish by Using the "Ikejime" Technique

Outside Japan sashimi might be considered nothing but sliced fish, but it requires masterful techniques to pull out the best taste from fresh fish.

Although it's a common term in Japan, the technique called "ikejime" is relatively mysterious even among cooking experts in western countries. Literally meaning "killing while alive," ikejime is a technique that has been conducted in Japan for over 300 years, and it enables one to pull out raw fish's best flavor. The seventh installment of the Gohan Society's fish-themed lecture and workshop series for culinary experts unveiled the mystery of this technique.

Maine sushi chef Toshio Suzuki of Sushi Zen chose fluke to demonstrate ikejime's step-by-step process and to show its benefits. The first part is to cut the fish's artery and spinal cord, drain out the blood, and rinse it with water. The key here is not to give any stress to the fish during the whole process. In other words, you should kill the fish softly to avoid ruining its flavor. In order to

do this, you should know how the fish will react and the points where you can kill it with one sting. Most of the participants were especially unfamiliar with the long needle used to paralyze the fish's spinal cord. Greg McCarty, Executive Sous Chef of Bouley, said, "It was a little nerve-racking when the fish was flopping around in front of us, but it was a lot of fun and a great learning experience. What I learned most is to respect the fish. We can definitely use this technique to improve our seafood here."

In the second part, the participants tried "Go-mai osazhi," a technique that sections the fish into five fillets, and in the third part they attempted "asazukuri" or paper-thin sashimi.

Then the lecture event moved on to the fun part of tasting. The participants had a chance to compare the three different sashimi

sashimi: one of freshly done ikejime and others that were respectively two and three days after the ikejime. Each has a different flavor and texture, thereby proving that the freshest one does not always produce the best flavor. Chef Suzuki revealed, "In this lecture, I want to emphasize that freshness is not always golden in terms of flavor, and how the fish's taste will change as it matures." The participants also tried the fluke sashimi with various condiments and sauces such as ponzu (soy sauce with citrus), su-miso (vinegar flavored miso paste) and special sashimi soy sauce, in which they showed great interest as much as they did in dissecting fish.

The Gohan Society

364 W. 57th St., #BC, New York, NY 10019
TEL: 212-985-9550
www.gohansociety.org

Time Line



▲ This top-chart focused on Chef Suzuki's Ikejime technique demonstration. He makes it look easy, but in actuality it isn't.

▼ Paralyzing fish with a long needle is a unique technique. Whether you do it right or not affects the flavor.



▲ Beautifully sectioned fish by the Go-mai osazhi cutting technique

▼ After the Ikejime (go-go-iishi) sashimi is served like a flower. The participants could compare freshly-done Ikejime with ones from two and three days after the Ikejime.



THE KURAMOTO VOL. II

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SANWA SHUZO



According to the local legend in Shizuoka prefecture, when Oshukaku Brewery's first master, Ichbei Suzuki, prayed to the Inari Shrine for quality water to brew sake, the Inari Deity came down to him in the form of a Japanese nightingale on a full moon night. The nightingale then led him to a location, landing on a branch of a plum tree on the foot of Mt. Asama. When Ichbei dug under the branch, spring water came flowing out. This was the beginning of Oshukaku Brewery, which eventually became Sanwa Shuzo.

One of the oldest breweries in Shizuoka Prefecture, Sanwa Shuzo's first released brand was in 1686 under the same former name, Oshukaku. In 1971, the 14th generation president expanded the brewery to answer its consumers' growing demands, and established Sanwa Shuzo, merging with two other local breweries nearby. Today, production at the brewery is lead by brewmaster, Mr. Tomio Sugawara, a veteran brewer of 49 years who comes from the Nihon School in Iwate Prefecture. Under his guidance, the brewery has been able to achieve numerous recogni-

tions including first place in the Junmai Daiginjo category in 2007 and Daiginjo category in 2008 at the International Sake Challenge.

The brewery's motto is to create every sake with meticulous care, and to achieve this, they brew their sakes in small batches. Additionally, when the rice is washed, it is washed by hand in smaller batches, not by machine, to ensure that every grain has the optimal moisture level which leads to the ideal steamed rice creating the ideal *momo*. Underground water from the renowned Okura River is still used for every stage of production. Furthermore, the rice is fermented slowly over a 30 day period in low temperature.

In the US, Sanwa Shuzo is known by their brand Garyuu. Both the Junmai Goya and the Junmai Daiginjo are Muraka Genshu [Unfiltered, unfidited, non-pasteurized, fresh sake]. Both sakes have a strong but delightful alcohol attack initially, followed by a pronounced aroma of musk melon, and the sweetness of rice.

Sanwa Shuzo

801-46, Nitakubo, Shimizu,
Shizuoka-ken, Shizuoka,
JAPAN 436-0026
TEL: +81-54-638-0858
www.garyuuusa.com



THREE THINGS YOU SHOULD KNOW ABOUT SANWA SHUZO

Master Brewer in the House

Tomio Sugawara is a master brewer from the Nihon School. With over 49 years of experience, his 3rd Sanwa brewery is the cap of his, including winning two first place awards at International Sake Challenge and four other top settings at various sake competitions in the last five years.



Treatment of Ingredients

Using steaming of rice, the brewery produces each of their sakes in small batch production. The long maturation process requires quality control. Every grain of rice is hand washed by dipping it in the hot mineral spring bathes so that each grain of rice receives just the right amount of water, which leads to the ideal steamed rice and eventually to the ideal sake.



Using Different Stems Of Rice

Sayayuu in Japan is a breed that is made to enjoy the different taste created by the different stems of rice. From Hyogo Prefecture's Yamato no Koshihikari and Ajiwai, to Iwate's Daishirin and Shirokihikari, there are now more than a few that work closely together with the brewing so that every grain has flavorfully.





A Shochu Moment with Kyoya
- Miyazaki's Oldest Shochu Distillery -
Vol.33 'Kappa no sasoi-mizu'

In Japan many restaurants show signs like "Now Serving New Soba Noodles" during the harvest season for soba (buckwheat), and soba enthusiasts eagerly wait for this season to enjoy the great texture and the fresh aroma of new soba noodles each year. At soba Nippon, you can taste new soba noodles, Zaru Soba (\$10), kneaded from the buckwheat newly harvested at their own farm in Canada. Another great way to enjoy the flavors of soba is to take the hot water used to cook soba noodles and mix it with shochu. Mixing the soba water with Kappa no sasoi-mizu, brewed from sweet potatoes, brings out the mellow sweetness of soba and the round, palatable flavor of sweet potato, creating a wonderful harmony on your palate.

Howie Hishinuma



ANSWER

The place to drink "Kirra no Sazai-mizu"
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Cool Down With Kuromaru On The Rocks

The secret to surviving the hot NYC summer is to know a good place to cool down over some great food and good drinks. Hibiya Park, in midtown, is a well specialty establishment, featuring many small dishes that are to be enjoyed over drinks. According to manager Mr. Kikuo Shirasaki, one of the ways customers are cooling down this summer here is with Kuromaru on the rocks.

What was the reason you put Kuromaru on your list?

It was initially recommended to us by our distributor three years ago. It turned out to be a great choice. For a sweet potato-based shochu, it's very smooth. It's a great drink to have with food too, because it doesn't get in the way of the taste of food.

What would you pair Kuromaru with from your menu?

I would pair Kuromaru with our *Lady's Dinner Set* which consists of some sashimi rolls, cold udon noodles, and a little dish that includes fried salmon, beef shoyu (stewed beef), and crème brûlée flavored in sesame sauce, and finally *sweets* (traditional Japanese dessert). It's a great set, particularly for the summer because everything here is fairly light, and you don't want something too rich when it's hot out. You can also mix it with anything, and Kuromaru is one of those drinks that can go well with anything. I also think ladies would enjoy this because of its easiness to drink. Sushi-wise, this time of year Kuromaru would go really well with *Katsumi no Totsu* (steamed Japanese eel/skewer). The lightness of the fish and Kuromaru is a match made in heaven.

What's the best way to drink Kuromaru?

I would say Kuromaru's best on the rocks. You can also mix it with a little bit of water, but when it's hot outside, on the rocks is the best way to go. I wouldn't mix it with anything because the heart of any potato-based shochu is its aroma. You want to enjoy that to its fullest.

What's the trend of shochu in general at your restaurant?

I think that shochu is gaining popularity, but at the same time it has a long way to go in America. There just isn't a culture here to drink hard liquor with food, although shochu is only about 25% alcohol. When you put ice or water in it, it dilutes it even more, so it's really 15-20% alcohol which makes it very much drinkable with food. Japanese people who are already familiar with shochu are the majority of the customers that order shochu here. People that do try shochu for the first time seem to like it though. Kuromaru is especially good for beginners because of its smoothness.

What would you want to say to readers who have yet to try shochu?

Shochu is one of Japan's important cultural traditions. It goes as far back as the 1500s. It's too bad that it doesn't have the recognition yet that sake has here in America. I think that people should give it a try at their dinner tables at home. With so many different brands now, it's a very interesting beverage, and its health benefits alone are worth the while.



Lady's Dinner Set (\$30) that goes so well with Kuromaru! Only for the ladies, but not to worry, gentlemen. They have a special menu for guys, too!



Hibiya Park offers the same quality food as their upscale main restaurant for a lower price. Featuring small dishes that go with drinks this is a perfect spot to stop by on hot/muggy days.

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Grocery & Sake Guide

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GROCERY

MHM D'Vine R. 1140

200 Franklin St. (bet. Houston & W. 23rd St.)
212.229.4200

BB Foods Co.

105-115 19th Ave. (bet. 3rd & 20th Av.)
212.358.7000

Katageri & Co Inc

204 E. 88th St. (bet. 5th & 6th Ave.)
212.783.0004

Minjaku

247 Madison Ave. (bet. 5th & Madison Ave.)
212.870.8771

H Mart Han Aik Dojang

200-201 Astor Place (between Broadway & 6th Ave.)
212.938.0103

Wasopp

1001 Madison Ave. (bet. 5th & Franklin)
212.934.1175

Japan Premium Gourmet

1600 Avenue of the Americas (bet. 5th & 6th Aves.)
212.285.0201

C-J-Mart

1000 Madison Ave. (bet. 5th & Franklin)
212.405.0001

MHM E. Willings

1007 E. 7th St. (bet. 3rd & 4th Av.)
212.955.0001

Saizenno Blue Aster Rd.

4 Thompson St. (bet. 6th & 7th Aves.)
212.938.0004

Pearl River Mart

47 Broadway (bet. 5th & 6th Aves.)
212.938.0004

Shocho Mart: Saito

404 Madison St. (bet. Houston & W. 23rd St.)
212.229.4200

Tokko Mart

37 Hubbard St. (bet. Dearborn & Clark)
212.938.0001

Friendly Market

26 W. Houston St. (bet. 2nd & 3rd Av.)
212.938.0001

H Mart Nanthara 158

156-158 158th St. (bet. 157th & 159th)
212.859.0200

H Mart Nanthara Blvd.

151-153 153rd St. (bet. 152nd & 154th)
212.852.0200

H Mart Umano St.

204-206 Avenue St. (bet. 1st & 2nd Av.)
212.938.0004

H Mart Wilshire Park

100 Wilshire Dr. (bet. Wilshire Pkwy. & 6th Ave.)
212.412.0200

H Mart Woodside

66-11 Woodside Ave. (bet. 6th & 7th Sts.)
212.412.0200

SAKEMIYA

200 Franklin St. (bet. Houston & W. 23rd St.)
212.229.4200

H Mart Great Neck

101-103 Merrick Road, Great Neck NY 11027
516.462.0770

Nara Japanese Foods

185-187 Myrtle St. Port Washington, NY 11050
516.462.0020

Shin Nappo Sushi

120-122 Avenue Ave. (bet. 2nd & 3rd Sts.)
516.462.0114

DAIJO

102-104 Merrick Rd., Wantagh, NY 11793
516.462.0100

DS Seabird

74-10 New Conduit Ave., Astoria, NY 11105
718.355.0000

Fuji Mart Scarsdale

101-103 W. Park Rd. Scarsdale, NY 10583
914.274.1000

Kane Sushi

204-206 Avenue Ave. (bet. 2nd & 3rd Sts.)
516.462.0200

NUPPA Market

100-102 Clinton Ave., Brooklyn, NY 11203
516.462.0115

Otsukaze

302 Avenue Ave., Bronx, NY 10470
718.435.4200

Azuma Market

101-103 1st Ave., Albany, NY 12205
518.432.0100

Fuji Mart

121-123 Franklin Ave., Brooklyn, NY 11207
212.412.0101

J-Mart

19-24 St. Rose Ave., Coney Island, NY 11204
212.412.0104

Famly Market NJ

100-102 1st Ave., Woodbury, NJ 07041
201.648.3332

H Mart Cherry Hill

103 Madison Ave., Cherry Hill, NJ 08001
800.461.0401

H Mart Edgewood

250 University Ave., Edgewood, NJ 07020
201.421.0000

H Mart Little Ferry

250-252 Ferry Ave., Little Ferry, NJ 07643
201.421.0000

H Mart Ridgefield

301 Arden Ave., Ridgefield, NJ 07657
201.932.0100

H Mart Rockaway

301-303 Rockaway Rd., Rockaway, NJ 07866
201.421.0000

Religious of Fathers

105-107 Rockwood Rd., Rockwood, NJ 07866
201.421.0000

Mosai

101-103 Apartment Ave., Staten Island, NY 10312
914.707.0200

Tokyo Japanese Sushi

100-102 Franklin Ave., Brooklyn, NY 11207
516.462.3771

SAKE

Graham Wines & Liquors

2011 Broadway (bet. 10th & 11th Sts.)
212.412.0000

Nasco's Wine

201 Columbus Ave. (bet. 7th & 8th Sts.)
212.412.0000

Gourmet Wine

101-103 Avenue Ave. (bet. 10th & 11th Sts.)
212.412.0000

Master Wright

101-103 Avenue Ave. (bet. 10th & 11th Sts.)
212.412.0000

Ambassador Wine

100 Franklin St. (bet. 5th & 6th Sts.)
212.412.0000

Landmark Wines

101-103 2nd St. (bet. 9th & 10th Sts.)
212.412.0000

MJK Import

101-103 Avenue Ave. (bet. 10th & 11th Sts.)
212.412.0000

Unico 30 Wine

101-103 Avenue Ave. (bet. 10th & 11th Sts.)
212.412.0000

CDUW WINES

100 Avenue Avenue (bet. 10th & 11th Sts.)
212.412.0000

Axior Wine

101-103 Avenue Avenue (bet. 10th & 11th Sts.)
212.412.0000

SAKARA

201-203 Franklin Ave., Brooklyn, NY 11207
212.412.0000

Winehouse Wines

100 Franklin St. (bet. 10th & 11th Sts.)
212.412.0000

East Village Wines

101-103 Avenue Ave. (bet. 10th & 11th Sts.)
212.412.0000

Grocery in Wien

1st Street Deli, 8th Street Deli, 10th Street Deli
212.412.0000

New York Wine EX

9 Broadway (bet. 6th & 7th Sts.)
212.412.0000

September Wine L.E.S.

108 Greene St. (bet. Houston & 11th Sts.)
212.412.0000

Heads or Cheese

123 Avenue Ave. (bet. 10th & 11th Sts.)
212.412.0000

Smith and Wies

204 Smith St. (bet. Greene & Houston)
212.412.0000

Bellini Super Market

405-407 Avenue Ave. (bet. 10th & 11th Sts.)
212.412.0000

JAPANESE WHOLESALER

Priceless Trading Co., Inc.

105-106 Avenue Ave., New York, NY 10013
212.938.0000

JFC International Corp.

61-63 Avenue Avenue, Forest Hills, NY 11375
212.424.4900

Central Books U.S.A., Ltd.

10-12 6th St., Mohegan Park, NY 11768
708.529.5000

Grand Trading Co., Inc.

100-102 6th St., George City, NY 11740
212.938.0000

New York Natural Importers

200-202 Franklin St., Manhattan, NY 10013
212.938.0000

Northgate Trading Co., Ltd.

601-603 Avenue Ave., Cypress Hills, NY 11238
212.412.0000

Wine of Japan Import, Inc.

200-202 Franklin St., Cypress Hills, NY 11238
212.412.0000

Specialty Food & Beverage

Kotsuzumi Junmai Daiginjo

Soya Bean/100 Bloom on the Park

I just down south took the moment I stopped my flight over. It has a perfect complexity with mild dryness, and a complementary flavor style of Japanese cooking wonderfully. It has come in a beautiful bottle that matches the richness of the rice wine making it a perfect choice for a summer dinner for young couple.

—Yoko Nakamura

Kyo Yu
102 Main St., 2nd fl., Asien M.
812.460.0000

Contributed by JFC International



A Fresh and Flavorful Line of Soymilk Made From Organic Soybeans



For more nutritional information about Pearl Soymilk and recipe ideas please visit www.pearlsoymilk.com

All Six Flavors of Pearl Soymilk are:

- Made with whole organic soybeans.
- Preservative free and naturally sweetened.
- Made with no artificial ingredients.
- An excellent source of calcium, vitamins A and D and folate.
- Offering all the health benefits of soy protein in every glass. Each 8 oz. serving of Pearl Soymilk contains 7 grams or nearly one third of the daily soy protein requirement for healthy hearts.
- Lower in calories and fat than whole milk.
- Cholesterol free.
- Lactose Free for the allergy sensitive.

kikkoman

seasoning your life

Kikkoman Soymilk was created by Kikkoman, the company that has been producing soybeans and soy-based food products for more than 100 years.

August
14th
SATURDAY
(11AM-8PM)

夏祭り
祭

SUMMER
FESTIVAL



Details at www.mitsuwa.com/english/

Mitsuwa
MARKETPLACE

595 River Road
Edgewater, NJ 07020
201-941-9113
njjersey@mitsuwa.com

Supermarket
9:30AM-9:00PM
Food Court
11:30AM - 8:30PM

Open 365 days a year
www.mitsuwa.com/english/
25 Specialty Stores at the Shopping Center
Hours vary; please check the website above

MONO-logue

"Mono" means "thing," "object," or "product" in Japanese, but it also implies that the thing has quality. In this corner, we introduce "mono" that characterize Japan's spirit of constantly improving quality.

Vol. 2 - MONO of the month

BUNACO

Traditionally the Japanese have difficulty in categorizing wood into their lives. As is well known they are proud of wooden architecture, and wooden crafts such as furniture, interior products and tableware are similarly precious. Each region produces different varieties of wood, and naturally different techniques have been developed to maximize the features of the respective woods and localities. Some of these have already been introduced outside Japan, and this craftsmanship has built up a reputation. BUNACO is gaining popularity due to its unique production method and modern design that fits even western style interiors.

BUNACO is a wooden craft made of balsa beach tree that is produced in Aomori Prefecture in the northern part of Japan. The beach tree absorbs liquid very well earning it the nickname "Dove of Woods," but its high absorbency makes it difficult to be used in constructing buildings because it causes distortion when it dries out. On the other hand, it is flexible and easy to work with, and more significantly it has a beautiful grain. The birth of BUNACO was about 80 years ago when Mr. Yuzuru Sankawa and Kenmatsu Ichijo also who were working at an Aomori industrial lab invented a unique method of utilizing beach trees and making them into beautiful crafts.

What's original about their method is that craftspeople work on thinly sliced beach tree tapes (1 millimeter thick and 1 centimeter wide), as shown in the photo images on the left. The craftspeople tightly roll the thin wooden tape to form a coil base, and then slide such tape layer by layer little by little to create the three dimensional shape they want. Every single aspect of the manufacturing process from beginning to the end is crafted by

hand. Today they have developed a delicate technique to prevent the products from being deformed by the climate of any country. Also, unlike typical wooden crafts made by carving wood, BUNACO does not create any wood waste, making it eco-friendly.

BUNACO products vary from tableware like plates and bowls to furnishings like lampshades and stools. The lampshade shown in the middle, for example, highlights the beauty of BUNACO and the beauty of beach wood. It throws orange light through the beach to create a sunset-like effect, as well as shows the silhouette of the retched tree grain. Another good example that represent BUNACO's uniqueness is the Tissue Box Case shown on the bottom. It has gorgeous colors and various patterns of the beach grain and according to Mr. Kenzo Owada of BUNACO, Co., Ltd. public relations this makes it the most popular item. The company has received numerous awards, including the prestigious Good Design Award.

BUNACO products are available through online shops such as Robotani (www.robotani.co.jp) or can be ordered directly from the producer by email (chomei-international@bunaco.co.jp) or fax (+81-172-88-1119).



The process of making BUNACO products is revolutionary. Thin wooden tape is crafted into a three-dimensional shape.



In addition to its flexibility, the beach has a feature which transforms light to an orange-red color when it passes through the wood!



The Tissue Box Case "Singe" is the item with the most sales. It exhibits the beach tree's beautiful grain and the lines created by the craftspeople's technique. It received the Good Design Award in 2008.

BUNACO Co., Ltd.
Aomori-shi, 036-4154, JAPAN
TEL: +81-172-88-4715
TEL: +81-172-88-1119
Email: bunaco-international@bunaco.co.jp



Shop Guide

The following is a list of shops where you can buy Japanese goods, services and art.

Coupons available at www.chopsticksny.com

FASHION

Upper West Side's Kintsu
100 Columbus Ave (bet. 76th & 78th St.)
212.544.5000

Uptown Fordham
119 Fordham Rd (bet. Madison Ave and 8th Ave.)
212.542.4240

Upper East Side Accessories
229 Madison Ave (bet. 38th & 39th St.)
212.544.4229

Uptown First
SEIDOU MIDWEST
144 Madison Ave (bet. 10th & 11th St.)
212.542.4771

Greenwich Village
Eppuku
Japanese women's clothing, featuring traditional designs and elements of modern fashion. Sizes S-L.
Accessories: Handbags, scarves, etc.
100 Madison Ave (bet. 10th & 11th St.)
212.542.4771

Greenwich Village
ARAWAKI
101 E 18th St (bet. 3rd & 4th Av.)
212.967.7500

Lower West Side Clothing
301 W 14th St (bet. 7th & 8th Av.)
212.512.2550

Lower West Side Clothing
102 W. 14th St (bet. 7th & 8th Av.)
212.512.4073

Greenwich Village Local Clothing
301 W 14th St (bet. 7th & 8th Av.)
212.512.2550

Greenwich Village Tokyu jeans
204 E. 14th St (bet. 7th & 8th Av.)
212.512.4793

Lower West Side Artis
25 W. 14th St (between 6th & 7th Av.)
212.512.1011

Lower West Side Ret's Kintsu Tribeca
299 Greenwich, bet. Warren & Mott Sts.
212.512.4763

Lower West Side Fashion Index
100 West 14th St (between 6th & 7th Av.)
212.512.1000

Lower West Side Jason Reitkoff
180 Broadway (bet. 7th & 8th Av.)
212.967.6200

Lower West Side Madonna Killer
309 Greene St (bet. University & Washington)
212.967.6200

Lower West Side Karen's Closet
71 W. 14th St (between 6th & 7th Av.)
212.512.2550

Lower West Side Modiano
100 Greenwich St (bet. University & Washington)
212.967.6200

Lower West Side Mikio Hayashi
100 Broadway (bet. 7th & 8th Av.)
212.512.2550

Lower/Mid	R by Sopan	
100 Mercer St (bet. University & Washington)	212.512.4000	Clothing
Lower/Mid	UNIQLO	Clothing
100 University Pl (bet. 1st & 2nd Av.)	212.512.4000	Clothing
Lower/Mid	Yosuke	Clothing
100 West 14th St (between 6th & 7th Av.)	212.512.1000	Clothing
Lower/Mid	Yohji Yamamoto	Clothing
100 Bond St (bet. Madison & University)	212.512.4000	Clothing
Online	TokyoNY	Accessories
	www.tokyonyc.com	Accessories

Online	TokyoNY	
	www.tokyonyc.com	Accessories

J-POP CULTURE

Midtown West Jim Hosking's Universe
1097 3rd Ave (bet. 50th & 51st Av.)
212.580.7540

Midtown West Kinokuniya Bookstore
1000 Avenue of the Americas (bet. 42nd & 43rd St.)
212.589.0100

Midtown West Madhouse Comics
208 W. 45th St (bet. 5th & 6th Av.)
212.589.0100

Midtown West Geekery
102 W. 45th St (bet. 5th & 6th Av.)
212.589.0100

Midtown East Deluxxus
102 W. 45th St (bet. 5th & 6th Av.)
212.589.0100

Midtown East Midtown Comics
1000 Lexington Ave (bet. 50th & 51st Av.)
212.589.0100

Midtown East New York Comic Book
102 W. 45th St (bet. 5th & 6th Av.)
212.589.0100

Greenwich Village J-life International
1000 Lexington Ave (bet. 50th & 51st Av.)
212.589.0100

Greenwich Village J-life International
1000 Lexington Ave (bet. 50th & 51st Av.)
212.589.0100

Greenwich Village J-life International
1000 Lexington Ave (bet. 50th & 51st Av.)
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Greenwich Village J-life International
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Greenwich Village J-life International
1000 Lexington Ave (bet. 50th & 51st Av.)
212.589.0100

Greenwich Village J-life International
1000 Lexington Ave (bet. 50th & 51st Av.)
212.589.0100

Merry Christmas
www.littlejapanusa.com
585 River Rd, Edgewater, NJ 07020
Tel: 201-915-1934

ONLINE STORE
Plastic model kits & hobby tools
Gundamphile.net
Get GP funds for your next purchase
www.gundamphile.com

J-life International
Authentic Japanese
Artefacts, Swords, Kamon and more! are just the beginning. Hundreds of traditional and contemporary Japanese products with secure online shopping
www.jlifeinternational.com
1-866-993-9291

HOI ART REVOLUTION IN NY
Reni in Williamsburg
Aug. 26, 8pm-1130pm
@ Bruce Faig
245 Grand St
(bet. Duggie & Rivington)
Williamsburg, NY
www.reni.com

Innochion
Aug. 27-29th @ Lovers Hotel
1230 Market St.
Philadelphia, PA
http://innochion.com

Reni heels the world by Innocence & cuteness
"Kawaii overload!" —Anime bipolar
"A genuine Japanese idol that American fans can finally call their own!" —Anime Aholic
Follow Me ART and Reni in NY
www.ReniReni.com

Broadway	Zakka Corp
195 Peacock St., 2nd Fl., Brooklyn, NY 11201	Brick
718-383-4007	
Evening	Azumi Castle
80-02 30th Street, Astoria, NY 11105	America
701-490-1998	
Lunch	Panaceo Gourde
215 Lexington Avenue, New York, NY 10016	America
212-885-4600	
Evening	Katsukawa Bookstore
200-01 40th Street, Ozone Park, NY 11417	Brick
718-261-6804	
California	Doyusha Manga, Inc.
140-1781 10th Street, Gardena, CA 90247	Manga
213-673-8010	

TRADITIONAL

Upper East	Sensei
250-01 40th Street, 2nd Fl., Astoria, NY 11105	Brick
718-383-2000	
Midtown-East	Japanesse Culinary Center
17-19 Ave. of the Americas, 10th Fl., New York, NY 10011	General
212-421-0000	
Midtown-West	Katayugi & Co., Inc.
201-1, 3rd Fl., 3rd Ave., Brooklyn, NY 11201	Brick
212-630-0003	
Midtown-West	Lotus Books and Gifs
101-1, 3rd Fl., 3rd Ave., Brooklyn, NY 11201	General
212-955-0001	

Midtown-West	Minamoto
120-01 3rd Ave., Astoria, NY 11105	General
212-421-0001	
Chitose	KYOTOYA
23-09, 1st Fl., 3rd Ave., Brooklyn, NY 11201	General
212-421-0023	
Chitose	Pe-Ra
40-01 30th Street, Astoria, NY 11105	Brick
212-454-4003	

East Side	Mitsuki
Makes various Japanese-style products such as kimono, obi, hats, etc.	General
10-01 3rd Ave., Brooklyn, NY 11201	General
212-421-0001	
Chitose	KYOTOYA
23-09, 1st Fl., 3rd Ave., Brooklyn, NY 11201	General
212-421-0023	
Chitose	Pe-Ra
40-01 30th Street, Astoria, NY 11105	Brick
212-454-4003	

Lower-Manhattan	KITEYA BORO
Kiteya, inc., please contact us for the Kiteya products. We offer a variety of cocktail sets, teaware, etc. for gift giving.	General
100-01 3rd Ave., Brooklyn, NY 11201	General
212-421-0001	
Lower-Manhattan	Kokusai
215-01 3rd Ave., Brooklyn, NY 11201	Brick
212-421-0021	

Lower-Manhattan	The Korean House
Offering over 100 Korean souvenirs from basic stationery to traditional Korean items. A wide variety of CDs, CDs, books and other Korean products are available. They also offer a variety of Korean souvenirs for your vacation.	General
100-01 3rd Ave., Brooklyn, NY 11201	General
212-421-0001	
Lower-Manhattan	TSK
100-01 3rd Ave., Brooklyn, NY 11201	General
212-421-0021	

Queens	Saito Trading
80-01 16th Street, 2nd Fl., Rego Park, NY 11374	Brick
718-383-0112	
Evening	Marin-Joyce
80-01 16th Street, Rego Park, NY 11374	General
718-383-1774	

Queens	Utsuro-No-Yokocho
Utsuro-no-yokocho is a traditional Japanese restaurant featuring a variety of Japanese food, including Sushi, Sashimi, Tempura, and more.	General
80-01 16th Street, Rego Park, NY 11374	Brick
718-383-0112	
Evening	Yokohama
80-01 16th Street, Rego Park, NY 11374	Brick
718-383-0112	

Queens	Yokohama International
80-01 16th Street, Rego Park, NY 11374	Brick
718-383-0112	
Evening	Yokohama International
80-01 16th Street, Rego Park, NY 11374	Brick
718-383-0112	

Queens	Yokohama International, Inc.
80-01 16th Street, Rego Park, NY 11374	Brick
718-383-0112	
Evening	Yokohama International, Inc.
80-01 16th Street, Rego Park, NY 11374	Brick
718-383-0112	

Queens	Yokohama International, Inc.
80-01 16th Street, Rego Park, NY 11374	Brick
718-383-0112	
Evening	Yokohama International, Inc.
80-01 16th Street, Rego Park, NY 11374	Brick
718-383-0112	

Queens	Yokohama International, Inc.
80-01 16th Street, Rego Park, NY 11374	Brick
718-383-0112	
Evening	Yokohama International, Inc.
80-01 16th Street, Rego Park, NY 11374	Brick
718-383-0112	

Queens	Yokohama International, Inc.
80-01 16th Street, Rego Park, NY 11374	Brick
718-383-0112	
Evening	Yokohama International, Inc.
80-01 16th Street, Rego Park, NY 11374	Brick
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Queens	Yokohama International, Inc.
80-01 16th Street, Rego Park, NY 11374	Brick
718-383-0112	
Evening	Yokohama International, Inc.
80-01 16th Street, Rego Park, NY 11374	Brick
718-383-0112	

Queens	Yokohama International, Inc.
80-01 16th Street, Rego Park, NY 11374	Brick
718-383-0112	
Evening	Yokohama International, Inc.
80-01 16th Street, Rego Park, NY 11374	Brick
718-383-0112	

FOCUS • CULTURE

OISHI JUDO – THE ANTI FIGHT CLUB

Ever wonder what an Anti-Fight Club would constitute? While your imagination may wander to picking flowers, baking acne berry scones, or group massages, I recently learned that there is an even more appropriate physical activity – one that is still tough and physical yet lacks the over the top testosterone preening. A martial art that combines coordination, focus as well as the ability to NOT hurt your opponent. It's called judo.

Judo, you might ask? That sport you saw every few years during the Olympics where men throw each other all over the mat and endlessly writhle around, choking each other? How could that be any more refined than attacking each other with say, mallets? But oh, my friends, judo is instead much, much more. And at **Oishi Judo**, the premier Judo Dojo down in Tribeca, I had the incredible opportunity to experience it first hand.

Founded in 1988 by Shira Oishi – a national judo champion who initially moved to New York City to be an art student – Oishi Judo aims to "develop fitness, knowledge and confidence in a challenging, competitive and friendly atmosphere". Now in its third space on Greenwich Street, it attracts a wide range of students of various ages – including one of the most fit and limber 70 year old I have ever seen. Oishi himself is 66, but you really wouldn't know it just by looking – or even grappling – with him.

Oishi seems full an ease about him that makes it easy to love, and it took very little to demonstrate all that I had missed from watching judo without a trained eye. The discipline comes from balance, rather than attack or brute strength. It comes from flexibility not only of your body but your mind. Interestingly, judo actually means the 'gentle way', and if you take this kind of approach to viewing two judokas (Judo practitioners) interacting, you will see how it is more like a dance – two partners interacting the mat together, reading each other's balance until one of them finds the right moment to strike. There's a video on the Oishi Judo website that beautifully depicts this.

While it is entirely impossible to compress the intricacies of judo into this article, it may be of interest to know that it was first developed in 1882 by Dr. Jigoro Kano, who based much of it as what was then the fading art of jujitsu. While the purpose of judo is to have your opponent submit via throwing (nage-waza), or ground work (ne-waza), Kano instilled a philosophical bent that deeply contrasted the more violent end goal of other martial arts:

I was literally schooled for an hour and a half, learning basic moves in a manner where it truly felt more like dancing. Spins, twists, pulls and pushes in slow motion not only taught the moves, but also kept the body appropriately stretched and limber. Having contact with, rolling and moving around on the mat forced me to interact with gravity and the ground in ways that more common fitness regimen like weight lifting, running or yoga simply cannot do. I grappled, I even learned how to throw (kind of), and Oishi sensei showed me how he could easily keep me pinned to the ground without breaking a sweat or causing any pain.

The best thing about judo is that it can be beneficial for everyone. Children will gain a better sense of self-discipline. Youthful folk who think they're strong and healthy will discover that they are far from being completely in tune with their body and mind. And older people who are looking for a way to stay fit and balanced have a much more engaging and effective alternative than the treadmill. Anyone interested in self-defense should also consider judo because in reality, fighters rarely look like a some from The Karate Kid. If you are interested in learning more, Oishi sensei welcomes anyone to come watch a class at any time. I was easily hooked, and I am sure you will be too.

— Reported by Ashi Nakashita

Oishi Judo

Oishi Judo has split-judo through teaching the pleasure of judo. They offer weekly partner classes, and private lessons. 547 Greenwich St. (bet. Charlton & Hudson Sts.) New York, NY 10013
TEL: 212 944 6398
oishijudo.com | m.oishijudo.com



1. If you think this looks painful, you should have seen when Oishi sensei pulled his arm completely off. *(Building 1)*
2. This single arm-locking move took me fifteen times to figure out. Does it even make me a solar panel Balck's Coder?
3. While I would like to say I got deducted from this a real work when you lowercase the floor by slacking your weight.
4. Why is it that women are always angry? Oh right, because they are the weaker. Do not mess with this. Seriously.



Japanese Book Ranking (data provided by Kinokuniya Bookserv)

HEALTH & DIET ISSUES GET ATTENTION

HARDCOVER TOP 5 IN JAPAN (7/12-18)

Book title	Author	Publisher
1. Shinsei Yoshiko no Koshakuryoku	Koshiro Shimo	Natsunishi
2. Testibikei Tenki no Shin Shokudou	Tenri	Yamato Shobo
3. Platinum Data	Kiriko Higashio	Gentoku
4. Motto Kouko yaku to Jissi Manager ga Shouren no "Management" o Yanden	Akiohisa Iwasa	Diamondsha
5. Momuchan Diet Premium	Dayeong Jun	Fusetsu

THE MONTHLY PICK



MOMUCHAN DIET PREMIUM

Based on her diet success story, Dayeong Jun, 40 something Korean exercise trainer who lost 40 pounds, reveals how to get the ideal body. The book deals with how to control your mind, how to eat well, and how to exercise for sculpting your body. To avoid rebound, she puts an emphasis on eating to lose weight rather than not eating (Rank #5).

PAPERBACK TOP 5 IN JAPAN (7/12-18)

Book title	Author	Publisher
1. Kokuhaku	Kaneo Minato	Futabasha
2. Murasaki-shiba no Jitte	Yasunori Sasaki	Kadokawa Hasaku Jimusho
3. Seiboku	Kobayashi Isamu	Shinchosha
4. Eien no 0 (zero)	Naoaki Hiyakawa	Kodansha
5. Mokka	Ina Ishida	Kadokawa Shoten

THE MONTHLY PICK



MURASAKI-SHIBA NO JITTE

It is the 17th book of the popular period piece series depicting crime mysterious with ensemble cast of bushido people, commoners, and the police squad. In this episode, people living in the city of Edo are stunned by various threats orchestrated from Osaka have escaped to their city. The protagonists who are on their vacation and staying in between Edo and Osaka, come across the fugitives (Rank #2).

PICKS FROM KINOKUNIYA NEW YORK (ENGLISH BOOKS)



RAFT OF CORPSES: THE POETRY OF YAMAGUCHI TSUTOMU as translated by Chad Berni
Yamaguchi Tsutomo (1916-2010) survived both of the Atom bombings in Hiroshima and Nagasaki in 1945. "I thought the mushroom cloud had followed me to Nagasaki," he recalled years later. Yamaguchi's testimony of those days and subsequently years living with the physical and psychological trauma characterize the theme of his poems translated here. Foreword by Gerald Keene.



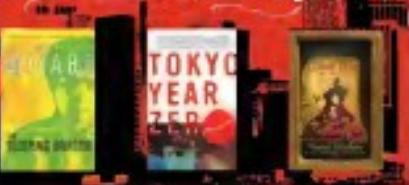
JAPAN'S LONGEST DAY
For one day in August 1945, while the world waited, Japan struggled to confront summer or annihilation. This is the story of those twenty-four hours. Much has been written about Japan's surrender but this definitive history can only be told by the Japanese themselves. This brilliant reconstruction of the harrowing hours preceding the surrender announcement by Emperor Hirohito is based on material compiled by a panel of Japanese authors and journalists.

Cool Down the August Heat With a Chilling Mystery

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SENSEI INTERVIEW, VOL 4)

"MAKING THE EYES OF MY STUDENTS SPARKLE WITH SATISFACTION."

Mayumi Matsumoto (duet language institute, Inc.)

Now do you guide your students?

To learn a new language, you need a lot of time and practice. When it gets tough, it's important to remind yourself why you wanted to learn Japanese. Was it because you wanted to speak with Japanese people? Was it because you wanted to watch Japanese TV without subtitles? Was it because you were interested in Japanese culture? Remind yourself of your goal, and keep working to make your dream come true.

What is your philosophy of teaching Japanese?

I try to make class fun and challenging. My goal is to see students' eyes sparkling in my class or outside of class when they accomplish something in Japanese.

What are the unique ways of teaching Japanese in your school?

Our classes are for American businesspeople and students and our method focuses on developing speaking and listening skills for the purpose of conversing in Japanese. We structure our curriculum around our students' needs, and we customize it to meet their goals. Also, in order to retain what has been learned in class, we employ special devices

How do you encourage students if they encounter some difficulties?

Students at all levels face challenges. Learning Hiragana, Katakana and Kanji can be too much, some

grammatical expressions can be too long, and different ways of thinking between your native language and Japanese can be hard to understand. As your ability to speak Japanese gets better, you also need to know Japanese culture, customs and the Japanese way of thinking since language and culture are so closely connected. You do not need to agree with them, but just knowing them helps your Japanese be more natural.

Duet Language Institute, Inc.
300 Lexington Ave., Suite 300
New York, NY 10016
TEL: 212-657-3800 / www.duet-usa.com

MIYASUMOTO-SENSEI'S MENU LESSON

"AIZUCHI"

Aizuchi are short answers such as Hm, Eh, Sorry-sorry, Jeez-damn-it that people use when someone is talking to indicate that they are listening attentively and for the speaker to go on. They can help you to sound proficient in Japanese even if you are a beginner. Try adding aizuchi to your next conversation to sound like a natural!

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AUTHENTIC GREEN TEA IN STYLE



While Tokyo's high fashion and design scene are highly respected and well-known worldwide, Japanese tea culture also remains significant in today's urban lifestyle. Aoyama and Omotesando areas are where Japan's unique mixture of modern and classic culture are, once between fashionable boutiques and chic restaurants, green tea cafes are as chic with their high fashion and sleek design.

Because of various health benefits, green tea has been essential in Japanese life for centuries, but also because of its aroma, taste and style, green tea is gaining more attention. As Tokyo's trendiest districts of Aoyama and Omotesando are where urban chic style follows Rock, green tea is one of the must-taste items in Tokyo's chic shopping experience.

MEET THE JAPANESE TEA CHEF

Available in so many varieties and multiple regional origins, tea is as complex as wine. A cup of tea can be as superior as a work of art. A small cafe on a very quiet back street of Omotesando serves superior quality Japanese tea, prepared by a sommelier specialized in Japanese tea making. Mr. Yoshi Watanabe, who received the official tea sommelier certificate in 2006, opened *Chacha no Mi* on a quiet block of fashionable Omotesando neighborhood. He makes each cup of tea, with many tea, for the best quality. When served in a cup, the natural aroma and flavor dazzle you with the first sip. The cafe is also very careful when choosing food to serve with tea. The chef, Mr. Takashi Kishida, strictly selects organic ingredients for seasonal menus. While staying in Omotesando, *Chacha no Mi* is the fashionable yet very authentic green tea experience. (5-13-14, Aoyama, Shibuya-ku, Tokyo)

SHIRE BREW GREEN TEA CAFE

Hayashi-ya started its exclusive green tea business in the highly cultured and art oriented city of Kinosawa, Ichikawa, in the mid 18th century. After establishing a high level of green tea professionalism, they moved to Uji, one of the top green tea manufacturing regions in the country just outside of Kyoto. After enhancing techniques, quality, amberance and reputation in the two significant places for Japanese tea culture, *Hayashi-ya* offers the same quality of tea and cultural satisfaction to the nation's largest and most culture-sensitive Aoyama area today. Even if they seem to be a small chain store with multiple locations, their tea is what they started with in the good old days in Japan when people had high interest and appreciation in art and culture with acute perspective and sensitivity. Maintaining the traditional flavor of green tea, *Hayashi-ya* also serves delicious green tea flavored dessert, too, that makes tea time even more classic. (5-52-2 Jingū-mae, Ootai Building B1F, Shibuya-ku)

GREEN TEA'S BEST FRIEND

In a prime location in Omotesando's luxurious commercial complex, *Tanoya*, Japan's historic confectionary cafe, fulfills your appetite with authentic Japanese flavor and season-oriented delicacies. Since the late 16th century, when they became the Imperial

family's designated sweet makers, *Tanoya* has been regarded as the top red-bean custard confectionary called *yokan*. In the 21st century, *Tanoya* started a modern collection of sweets at *Tanoya Cafe*, serving western style desserts with their classic superior red bean ingredients. As *yokan*, the traditional Japanese red bean confectionary, is a top dessert that accompanies high quality green tea, *Tanoya Cafe* produces a new style yet with classic flavor for today's tea break, satisfying green tea time in the fashionable Omotesando.

http://www.tanoya-group.co.jp/cafe/tanoya_f_en.html
(Omotesando Hills Main Building B1F, 4-13-10 Jun-gumae, Shibuya-ku)

— Nori Akashi, Public Relations Manager at the New York Office of JNTO



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GREEN TEA FESTIVAL

Green tea has been taken seriously in Japan for centuries, and still fits into today's lifestyle, both for stylish and healthy effects. The whole world is appreciating the fabulous green tea, and at home in Japan shows much more about green tea with the world. With the motto that tea is a universal language, Shizuoka Prefecture hosts the **World O-CHA (Tea) Festival 2010** from October 28 through 31. The event started in 2001 for global tea industry people, but now it is much more open to those who are interested in world tea culture. Particularly because of the location in Japan's largest green tea manufac-

uring region, this event focuses on the strong relationship and historic and social connection between tea and Japanese culture. Green tea products have also come a long way to be part of modern lifestyle not only in Japan but all over the world, and the event proves the health benefits and cultural essence of tea drinking cultures. Through superior green tea labels and tea drinking culture, the history of Japanese lifestyle should be visible to visitors. <http://www.o-cha2010.jp/english/index.html>



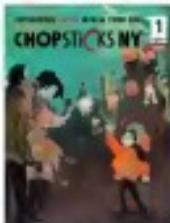
O-CHA
2010

Congratulations!

CHOPSTICKS NY® Artist Contest 2010 Finalists

Audrey Bagley, Cryssy Cheung, Erin Dodge, Yoswadi Krutklom, Shawn Park (in alphabetical order by last name)

We thank all the applicants who shared their unique talents with Chopsticks NY®. From more than 50 applicants, we chose five artists as final contestants, introduced here. For the second round, we gave them the assignment of creating cover art reflecting the concept Oshogatsu (Japanese New Year). Here, we unveil their artwork. You can pick your favorite by voting online from August 1 to 20. Also, we proudly announce that we'll be holding an exhibition of the final contestants' work from September 28 to October 4.



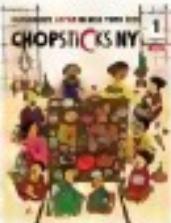
Audrey Bagley



Cryssy Cheung



Erin Dodge



Yoswadi Krutklom



Shawn Park

VOTE ONLINE!

From August 1 to 20, you can vote online to choose the Cover Artist Contest winner. Visit www.chopstickany.com and click on the artwork you like best!



EXHIBITION INFORMATION

CHOPSTICKS NY 3rd Annual Cover Artist Contest

"An Exhibition of the Finalists"

September 28 (Tue) - October 4 (Mon)

Opening reception: September 30 (Thu)

NYCoo Gallery

1133 Broadway, #335, New York, NY 10010

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317 Amsterdam Ave. (10th & 78th St.) in front of 8th Wing
Stax
382 Amsterdam Ave. (10th & 78th St.) in front of Quince Parade
502 Amsterdam Ave. (64th & 66th St.) in front of West Side Kids
665 Amsterdam Ave. (path 4, 63th St.) in front of CVS
646 Amsterdam Ave. (61st & 66th St.) in front of Mystic Seal
895 Audleyplace Ave. (8th & 94th St.) in front of House Japanese
896 Amsterdam Ave. (64th & 93rd St.) in front of Espresso Bar

202 W. 81st St. (9th & West End) in front of Gratuities
2005 B-way (60th & 86th St.) in front of Subway Station
2021 B-way (79th & 86th St.) in front of First Reformed Church
1060 B-way (91st & 44th St.) in front of Lincoln Plaza Cinema
1980 B-way (90th & 66th St.) in front of Loews Theater
2005 B-way (90th & 86th St.) in front of Food Emporium
2020 B-way (90th & 96th St.) in front of Gratus
2840 B-way (11th & 11th St.) in front of Subway Station
2950 B-way (11th & 11th St.) in front of Culver's USA

• UPPER EAST SIDE

405 1st Ave. (15th & 69th St.) in front of Bed, Bath & Beyond
1011 1st Ave. (88th & 69th St.) in front of Duane Reade
1800 1st Ave. (98th & 69th St.) in front of Gratus
1201 1st Ave. (79th & 78th St.) in front of Food Emporium

• MIDTOWN EAST

1408 1st Ave. (12th & 38th St.) in front of Starbucks
1083 1st Ave. (10th & 38th St.) in front of Quince Parade
1429 1st Ave. (11th & 38th St.) in front of Tim's Food Bar
1512 1st Ave. (12th & 38th St.) in front of American Supplies
1881 1st Ave. (10th & 38th St.) in front of CVS
1821 1st Ave. (10th & 46th St.) in front of Starbucks
251 1st Ave. (88th & 48th St.) in front of Quince Parade
1731 1st Ave. (88th & 48th St.) in front of Luigi Restaurant
1183 2nd Ave. (52nd & 60th St.) in front of Chase Bank
1220 2nd Ave. (64th & 69th St.) in front of CVS
1268 2nd Ave. (64th & 70th St.) in front of CVS
1288 2nd Ave. (64th & 70th St.) in front of CVS
1448 2nd Ave. (77th & 70th St.) in front of Gratuities
1470 2nd Ave. (77th & 78th St.) in front of ID Hand
1521 2nd Ave. (88th & 78th St.) in front of Shabu House
1535 2nd Ave. (88th & 78th St.) in front of Art
1985 2nd Ave. (88th & 88th St.) in front of Quince Parade
1888 2nd Ave. (88th & 88th St.) in front of Gourmet Parc
1978 2nd Ave. (88th & 98th St.) in front of Bull Pen

• MIDTOWN WEST

1035 6th Ave. (40th & 39th St.) in front of Subway
503 6th Ave. (40th & 41st St.) in front of CVS
508 6th Ave. (40th & 41st St.) in front of CVS
1008 6th Ave. (48th & 39th St.) in front of CI Mass House
614 10th Ave. (54th & 42nd St.) in front of Coffee Shop
686 10th Ave. (58th & 57th St.) in front of CVS
610 10th Ave. (60th & 68th St.) in front of Food Village
688 10th Ave. (62th & 68th St.) in front of John Jay College
902 10th Ave. (68th & 69th St.) in front of John Jay College

• MIDTOWN EAST

640 1st Ave. (20th & 38th St.) in front of Candy/Medication

• PLATE

171 1st Ave. (38th & 39th St.) in front of the Corinthian Park
515 1st Ave. (48th & 49th St.) in front of Nixon's
577 1st Ave. (48th & 50th St.) in front of Del
591 1st Ave. (49th & 49th St.) in front of Quince Parade
543 1st Ave. (50th & 51st St.) in front of Donut's Puzzles
555 1st Ave. (54th & 55th St.) in front of GPC
348 1st Ave. (68th & 69th St.) in front of St. John's Church
501 1st Ave. (68th & 69th St.) in front of Food Emporium
659 2nd Ave. (37th & 38th St.) in front of McDonald's
1483 2nd Ave. (40th & 41st St.) in front of Gratuities
802 2nd Ave. (40th & 46th St.) in front of Chase Bank
1022 2nd Ave. (40th & 48th St.) in front of Quince Parade
1811 2nd Ave. (40th & 48th St.) in front of Young Town Jewelry
600 3rd Ave. (40th & 48th St.) in front of Quince Parade
902 3rd Ave. (40th & 49th St.) in front of Second Ave Art
1050 3rd Ave. (57th & 68th St.) in front of Quince Parade
1020 3rd Ave. (57th & 69th St.) in front of Bank of America
1021 3rd Ave. (57th & 69th St.) in front of City Bank
1023 3rd Ave. (58th & 69th St.) in front of Chase Bank
1025 3rd Ave. (59th & 69th St.) in front of Atlantic Bank
952 3rd Ave. (59th & 70th St.) in front of Business Jewelry
907 3rd Ave. (60th & 69th St.) in front of Dark Shores
375 Lexington Ave. (10th & 41st St.) in front of Loft
405 Lexington Ave. (48th & 49th St.) in front of Nine West
489 Lexington Ave. (60th & 49th St.) in front of Madam Camis
460 Lexington Ave. (60th & 49th St.) in front of Cafe Misto
500 Lexington Ave. (49th & 47th St.) in front of Longueuil

• GOURMET

811 Lexington Ave. (31st & 32nd St.) in front of Staples
811 Lexington Ave. (35th & 36th St.) in front of Jean Louis
David
101 Lexington Ave. (35th & 36th St.) in front of Culver's
1041 Lexington Ave. (35th & 36th St.) in front of Subway
1051 Lexington Ave. (35th & 36th St.) in front of Walgreens
1050 5th St. (Lexington & 3rd Ave.) in front of Capital One Bank
1050 5th St. (Lexington & Park Ave.) in front of Barnes & Noble
Regal

• CHELSEA

501 B-way (22nd & 13th St.) in front of Subway Station
1020 B-way (28th & 36th St.) in front of Darmes Properties
1010 B-way (27th & 36th St.) in front of T. Tesser
1171 B-way (28th & 28th St.) in front of Young Town Jewelry
826 6th Ave. (24th & 15th St.) in front of Citibank
902 6th Ave. (25th & 15th St.) in front of National Guard Armory
1020 6th Ave. (26th & 16th St.) in front of BCBG
1020 6th Ave. (26th & 16th St.) in front of Subway Station
1020 6th Ave. (26th & 16th St.) in front of Art Gallery
1021 6th Ave. (27th & 16th St.) in front of Hirschson
1020 6th Ave. (27th & 16th St.) in front of Starbucks
1020 6th Ave. (27th & 16th St.) in front of Limo Service
2020 6th Ave. (29th & 14th St.) in front of Dumka Donuts
3020 6th Ave. (30th & 14th St.) in front of Subway
225 6th Ave. (20th & 22nd St.) in front of El Shisha
3011 6th Ave. (20th & 29th St.) in front of Subway
230 10th Ave. (24th & 13th St.) in front of London Terrace
51st

front of NYU Medical School
288 1st Ave. (26th & 27th St.) in front of Dept. of Health
481 1st Ave. (29th & 30th St.) in front of East Bay Dr.
549 1st Ave. (32nd & 33rd St.) in front of NYU Medical Center
514 1st Ave. (32nd & 33rd St.) in front of Hospital
540 5th St. (24th & 25th St.) in front of Lewis Movie Theatre
589 2nd Ave. (37th & 38th St.) in front of Lewis Movie Theatre
622 2nd Ave. (38th & 39th St.) in front of Monsees Church
582 Lexington Ave. (38th & 39th St.) in front of National Guard Armory
14 Lexington Ave. (39th & 39th St.) in front of Birch College
81st
290 Park Ave. (37th & 39th St.) in front of Subway Station
11 Madison Ave. (26th & 22th St.) in front of Rosenthal
13 Madison Ave. (37th & 37th St.) in front of Old
541 4th Ave. (10th & 11th St.) in front of Lewis Movie Theater
115 6th Ave. (37th & 18th St.) in front of Mea West

• WEST VILLAGE

4 W. 58th St. (33rd & 6th Ave.) in front of Lucille Roberts
121 6th Ave. (28th & 18th St.) in front of Le Pain Quotidien
121 6th Ave. (28th & 18th St.) in front of NYU

• EAST VILLAGE

3 W. 58th St. (33rd & 6th Ave.) in front of Cooper Union
68 6th Ave. (13th & 14th St.) in front of New School
202 1st Ave. (14th & 15th St.) in front of CIS

• GRANERY

235 1st Ave. (20th & 10th St.) in front of Emerald Tea
471 1st Ave. (25th & 4th St.) in front of

event entertainment leisure

Exhibition

Through August 1

Murka Mori: Cosmic Asia Scoring

In Murka Mori's video work, *Kusunagi*, the artist appears as a mysterious spirit, a shaman, and a floating angel. This 9-minute, single-channel video work is shown along side selected sculptural images of the divine from Asia Society's Mr. and Mrs. John D. Rockefeller 3rd Collection to explore faith and the aspiration toward a higher consciousness. The exhibition is curated by Misako Teruya, Associate Curator, Asia Society.

Location: 200 Park Ave., (at 70th St.), New York, NY 10029
Tel: 212.265.4400
Info: www.asiasociety.org

Through August 4 FREE

The World of Sōun-e: Hōzōki Yūshōtaku Exhibit Building Kinkanoya Yūshōtaku / MIE, Inc.



Kinkanoya Bookstore and MIE, Inc. will present an exhibition featuring sumi-e (wash's drawing) artist, Hiroaki Yamamoto. He captures the subtle change and movement of nature, and by controlling the harmony of ink and water, he miraculously expresses the transformation of nature from season to season in the world of black

and white.

Location: 1013 Avenue of the Americas, (bet. 46th & 47th Sts.)
New York, NY 10019
Tel: 212-649-0300 / www.kinkanoya.com
Info: MIE, Inc.
200 E 70th Street, New York, NY 10029
Tel: 212.265.4400 / www.asiasociety.org

Through August 4 FREE

Tansu: The Craftsmanship Heritage of Japan
The Hippo Gallery



The Nippon Club will present *Tansu: The Craftsmanship Heritage of Japan*, an exhibit featuring tansu (chest of drawers) from Edo (now Tokyo) Meiji, Taisho and Showa eras at The Hippo Gallery starting July 13. This exhibition will consist of about 20 important examples of Japanese tansu chests along with supporting visual which will represent the full spectrum of designs used in the tansu as well as can namely from the Edo period to the present. This exhibit will feature several tansu designs - from the account book cabinet and shop's strongest to the trinket chest and kitchen cupboard. David Jackson, curator of the exhibit, will have a talk about the history and origins of Japanese tansu with an accompanying slide presentation on July 26 at 5 PM (\$28 for The Nippon Club members) for **Location:** 1013 Avenue of the Americas, (bet. 46th & 47th Sts.)
New York, NY 10019
Tel: 212.265.4400 / www.asiasociety.org

August 29 - September 10 FREE

Soba exhibition "Ishidai" by Keisuke Fujikita
Makoto

Japanese antique lacquerware store, Makoto, presents the latest series of works by New York based Japanese artist, Keisuke Fujikita. In this series, titled *Ishidai*, the images of diamonds are made by collage of house paint color samples. By meticulously cutting and pasting numbers of different hues, intensities and values of color samples on boards, he created realistic images of the gem.

Location: 17 2nd Ave., (bet. 13th & 14th Sts.)
New York, NY 10003
Tel: 212.915.5002 / www.makoto.com



September 8, 2010 - January 2, 2011

Kuchibue Hōzō: Nobuyuki's Foot
Asia Society

Asia Society will present a major retrospective of Japanese artist Nobuyuki Hōzō. The exhibition assembled 20 years worth of paintings, sculptures, drawings, and large-scale installations that map the evolution of one of the most influential and internationally renowned Neo-Pop artists working today. Nobuyuki's foot driven connections between the artist's work and the sensibilities of youth subcultures worldwide, focusing on themes of alienation and rebellion, particularly in relation to rock and punk music, the inspiration and subject of many of Hōzō's works. Asia Society's exhibition includes more than 100 works from Hōzō's early period to recent years. Many of these have never been exhibited in the United States. In addition, the exhibition will include a newly

commemorated exhibition that is the result of a collaboration between Nava and designer Hidetki Toyosadoma, a founding member of the Japanese design collective port established in Osaka, Japan, in 2000. The cream of the collection, along with new drawings and a large-scale billboard painting, will be featured in an open studio from Aug. 23-27, 4 Pm-7 Pm at Park Avenue Armory, [armory.org](#)

Rock Around Disney

140 Park Ave., floor 40th & 42nd Sts.; New York, NY 10020
Asia Society
235 Park Ave., 3rd Fl., New York, NY 10017
Tel: 212.988.6400
info@asiasociety.org

October 1, 2010-January 10, 2011

The Sound of One Hand: Paintings and Calligraphy by Zen Master Kusaka

Japan Society

Widely acknowledged as the leading Zen master of the last five centuries, Hakuin Ekiun (1685-1768) was also the most significant Zen artist of his time. He not only expressed the mind and heart of Zen for monks and lay followers (Or was he who first asked "What is the sound of one hand?") but also reached out to the entire population via his painting and calligraphy. For this first exhibition in the West devoted to Hakuin, 70 of his scrolls will be gathered from collections in the United States and Japan.

Master: 235 E. 47th St.
Box 704, 42nd & 43rd Sts.; New York, NY 10017
Tel: 212.988.6400; www.japansociety.org



Master: Hakuin Ekiun
Zen Master Kusaka
The Sound of One Hand:
Paintings and Calligraphy
by Zen Master Kusaka
140 Park Ave., 3rd Fl., New York, NY 10020
Tel: 212.988.6400; www.japansociety.org

Enter one of Japan's most unique and exciting groups. 5 pairs of tickets will be given away to Chopsticks NY readers. To apply, email giveaway@chopsticksnyc.com and submit your name and contact information by Sunday Aug. 1. The lucky winners will be informed via email by Aug. 2, and their names will be listed at the concert hall door. Location: 433 W. 14th St., 8th Fl., New York, NY 10011
New York, NY 10011
Tel: 212.474.2899
www.chopsticksnyc.com
www.dreams.com/japanhakuhaku

falls in Williamsburg where she will be singing and directing K-pop and J-Pop songs, as well as her own original tunes with her core Moa (back-up dancers). Also, on August 27-29, Ren is scheduled to perform at Philly's largest anime convention, AnimExpo, at the former Philadelphia Hotel. Cosplayers are welcome to attend both events, and be sure to check each venue's website for scheduled show times.

Japanese River Flute

265 Grand St., Box Office: 4th Fl., Brooklyn, NY 11201
Tel: 347.528.4499
www.brooklynoperahouse.org
Japanese River Flute
August 6, 8, 27-29
Crescendo "Mizukaze" Performances by Ren
Kapitee Communications
On Aug. 5, come join popular cosplay idol Ren, at Brook-



August 6, 8, 27-29
Crescendo "Mizukaze" Performances by Ren
Kapitee Communications

On Aug. 5, come join popular cosplay idol Ren, at Brook-

region karate champion who won 7th place at the World Open Karate Championship in 2007, will also be participating in the competition. Come join thousands of other martial arts fans to find out what it takes to be the next All American Karate Champion! Call for Tickets: \$25 (\$30 at the door), \$55 (\$65 at the door). Group Ticketing is available.

Greater Hunter College Spirit Week

48th St. & Lexington Ave., New York, NY 10016

Tel: 212.650.4811; www.hunter.edu



Event Feature

September 18

The 2010 All American International Karate Competition

Kyokushin Karate

"Champions are not born, they're made – train hard and never give up!" The International Karate Organization (IKO) will present the 2010 All American Open International Karate Championships at the Hunter College Sportsplex on Sept. 18. Based off of kyokushin karate's style of stand up, full contact karate, founded in 1964 by Korean-Japanese karate master Masatoshi Nakayama, its origins stem from the deep philosophy of self-improvement, discipline and hard training.

This year's International Karate Championship will feature some of the finest competitors from around the globe including National, International and World Champions. Edwards Tinsuke, the South American

Performance

August 5

Yoshida Brothers' Concert

The Yoshida Brothers

The shamisen playing duo, The Yoshida brothers debuted in 1999 in Japan with a unique take on Western and other regional music fused with local percussions. After their highly successful debut, they have since attracted an international audience with their music being featured in commercials such as for the Nintendo Wii. Currently, they are on tour and are scheduled to perform at The Highline Ballroom on Aug. 3. If you haven't seen the Yoshida Brothers in concert, don't miss this opportunity to exper-

August 13-15

Theater performance, Freddie the Leaf
TKC Entertainment



Based on Isao I. Enomoto's best selling picture book *Freddie the Leaf*, the performance deals with the importance of life and environment. Megumi Hosoda, the director of Japan's top medical group, organized the theater production of the book which sold 1,100,000 copies worldwide, telling the message of "All the lives on the planet are protected, mixed, and blended down forever with the leaf of the birth and its environment." Atsushi Takada, renowned Japanese actor as teacher Luke, and 21 Japanese child actors will perform the story. Performed 100 times and viewed by more than 110,000 people in Japan, *Freddie the Leaf* is now coming to its home country where the story was originally written. Tickets are \$40 for adults and \$30 for children and seniors, but those who purchase tickets online before Aug. 1 will receive a 10% discount. Don't forget to input promo code "LIAF1010."

Creative Growth (Art Center
499 20th Ave., Art Studio Area, New York, NY 10011
For ticket info: <http://tinyurl.com>
TEL: 212-223-2222
Info: TKC Entertainment
TEL: 212-464-1650; info@tkcny.com

August 22

Mitsuwa Mart: Hand Flute Performance Musical Event
Kinkobanya Bookstore



On Aug. 22, hand flute master and beloved TV per-

former, Mitsuwa Mori will make a special appearance along with Kenko Inoue, pianist and composer of the original music for their collaborative album entitled "Childhood". Mitsuwa Mori has gained considerable recognition in Japan for his amazing technical mastery of the hand flute and ability to play a wide variety of music that people of all ages can enjoy. There will be a signing and CD's will be available for purchase.

Location: 1073 Avenue of the Americas
tel: 212-641-4752
New York, NY 10019
tel: 212-464-1650
www.kinkobanya.com

August 23

Tots & Grownups Piano Recital

Le Poisson Rouge

Hosted by The New Yorker as "a piano recital for has command of the most formidable contemporary scores," take *Le Poisson Rouge* come back to Le Poisson Rouge this summer. The program includes first Sonata for Piano by Peteris Vasks, Schubert's "Witt Valk" by Jason Eckhardt, On A Clear Day by Matthew Pritchett, Variations for Piano, Op. 23 by Anton Webern, and Debussy's *La Mer*.

Location: 101 Bleecker St (bet. Sullivan & Thompson Sts)
New York, NY 10012
tel: 212-565-2074
[www.jpmcp.com](http://jpmcp.com)
Info: <http://tinyurl.com/jpmcp>
tel: 212-565-2075

Event Feature**August 14 FREE****Mitsuwa Marketplace Summer Festival**

Mitsuwa Marketplace

In the midst of high summer, Mitsuwa Marketplace's parking lot, on the Hudson River side, will transform to Japanese Nohamatsuri (Summer Festival). Over 25 booths will be displayed to enhance the festive mood. Enticing activities and booths include ya-ya-za-zumi, capsule zooper, shooting, bowing, koi-gaki, quoits, and a-men (Japanese marks). Food vendors offer various creamy, carry out, heisatsu rice, gyu-don (beef bowl), gyoza (sea green tea), grilled kabobs, grilled scallop shabu-shabu, ponzu, yakisoba, pan-fried noodle, yakitori, shishito chicken, shaved ice and more. The Festival Lineup ends with Bon Dance & Taiko.

August 25-26

Ken Hirai: Japanese Pop/R&B Singer Anniversary Party-Bonanza

B.B. King Blues Club & Grill

Actioned Japanese R&B and pop singer, Ken Hirai will be celebrating his 75th anniversary with a two-night party in B.B. King's Blues Club & Grill. Hirai's steady, competent licks, good looks, and most importantly, predictions for classic R&B and soul, made him a top-flight artist on the Japanese scene and throughout East Asia with a total of 14 million CDs sold. Now is your chance to experience Mr. Hirai's unique and soulful music in person here in New York City.

Location: 237 W 40th St. (bet. 7th & 8th Aves.)
New York, NY 10018
tel: 212-587-4144
www.bbkings.com

Lecture/Forum/Film/Festival**August 7 FREE**

Satohi & 1,000 Stories—Kanshinkai Storytelling & Original Drama Matching

Japan Society

Children and families are invited to learn through traditional storytelling about Sodeko Sanuki, a legendary girl who inspired generations of children by folding

mirrors. Drumming performance from 6-8pm. Limited parking, so use Mitsuwa shuttle from NYC Port Authority or take NJ Transit Bus #150 or #168.

Location: 195 River Rd., Elizabeth, NJ 07208
TEL: 201-209-9112

www.mitsuwa.com/english



paper cranes while *Sommeri Blues* (caused by the atomic bombing of Hiroshima). One of her original paper cranes from 1946 was donated to Tribeca NYC Visual Center by the Suzuki family in 2007 and is now on display. Participants will make their own crane of paper cranes (around) to take home.

Info: [NYC Paper Crane](#)
179 Liberty St. (South of Grand Army)
New York, NY 10004
[Info: www.japanesecenter.org](#)
646.579.6335

August 9 Summer Celebration For Children

NYCKDA, LLC (NYC Let's Play in Japanese)
Come join Japanese children's center, NYCKDA, for their summer celebration festival featuring games, crafts, prizes and more! Local musicians Usaku and Yoko Yamashita, will be in attendance to perform live music and Japanese festival dancing will be taught as well! Activities are designed for children ages 18 months & years old, but all are welcome to join in the festivities. If you have a ukulele or guitar, you can make them welcome to come down and play! Advance tickets are \$10 per child, or \$15 per child at the door.

Location: 440 Studio
640 Lafayette St., 3/F (bet. Houston St. & 6th St.)
New York, NY 10003
646.564.7050
Contact: [usaku@spudz.com](#)

August 9 Flower Arrangement Lessons

Kenji Takekoshi J. Muri Studio

Award-winning Japanese Flower arrangement artist, Kenji Takekoshi, is renowned for his upscale arrangements for banquets, weddings and public events. He will give you lessons to communicate with flowers and create gorgeous flower arrangements and bouquets. There will be two 90 minute lessons offered: 10am-11:30am and 6:30pm-8pm. *Chopsticks NY* readers who register for the lesson will receive a beautiful photographic collection of flower arrangements by Kenji. To receive this offer, mention *Chopsticks NY* when you apply.

Location: [Muri Studio](#)
200 E. 68th St., 2F (bet. 5th & 6th Aves.)
New York, NY 10020
646.375.9557
[muri@muri.com](#) (Ken Kondo)

August 14 Japanese Folk Dance, Bon Odori Class

MH Inc.
Ms. Maria Suzuki, the founder and director of the Japanese Folk Dance Institute of New York, Inc. will be teach-

ing a Bon Odori class. She has been performing and teaching Japanese folk dance in the U.S. and Japan for more than 40 years. Using her extensive knowledge and experience in the performing arts, she will teach how to dance Bon Odori, the traditional folk dance, and how to enjoy it. The class will take place from 2-3:30pm and the class fee is \$20. On the same day, the Bon Odori festival will be from 3pm at Mitsuiwa Japanese Supermarket in New Jersey. Try out your new dance skills with Ms. Suzuki after the class. *Takata* meal is available for \$10. To register email to [\(info@nyfbmater.net\)](#) by Aug. 12.

Location: [MH Inc.](#)
305 W. 34th St. (bet. 6th & 7th Aves.)
New York, NY 10001
[Info: www.japanesefolkdance.org](#)

October 8-10 The New York Anime Festival

NewPOP Exhibitors: the organizers of New York Comic Con are presenting this year's New York Anime Festival at the Jacob K. Javits Center in Midtown Manhattan. From Oct. 8-10, The New York Anime Festival will show case the best of what anime pop culture has to offer with the latest in Japanese anime, manga, and music, as well as anime influenced comics, animation, and films from around the globe. The festivl will also feature exclusive film screenings, a game display marketplace, and sessions with some of the biggest guests in s-pop culture including pop-music duo, Puffy Amiyumi. Don't miss out on the chance to experience the latest in Japanese pop culture this October.

Location: [NYAF](#)
655 W. 34th St., bet 7th&8th Aves.
New York, NY 10001
718.253.2000
[www.nyanimefestival.com](#)



Event

August 4, 18, and 29—Conceptual Food Events

Aug 8

8 or 9, at Millennium, serves Japanese cuisine with a French flare and continues to introduce unique menus with sophisticated blends of the two food cultures since its opening early this year. They are now creating special conceptual events every two weeks. On Aug. 4, they will serve the \$80 Sushi Plate featuring the kinds of sushi items that were enjoyed when refrigeration did not exist. On Aug. 18, *Wakaba-ko* (Japanese premium baby tasting dinner) will be presented. Aug. 25 is *Sushi* Sake dinner at 10 and 10 and they will offer two choices, 8 dishes paired with 8 sakes, or 10 dishes paired with 10 sakes. During the events, the regular menu will also be served.

Location: [8 or 9](#)
Millennium, 84 South 2nd St. (bet. Myrtle & Broadway), Brooklyn, NY 11213
718.384.2152
[www.conceptual.com](#)

August 9

**Step Up 3D Total Supporting event Vol. 2
Step Up 3D**



© Mori Studio

Disney's hit dance movie *Step Up* is introducing the third volume of the series, and it's now powered up with 3D. In celebration of its release on Aug. 9, the premium event will take place at Cielo Club on Aug. 8, meeting world dance crews along with the top dancers who appeared in the movie, including Masiela, DJs Kevin Hedge and Marley Marl, will spin, Japanese graffiti artist, Pissi, will perform live painting. Also, World Order, a performance group led by former MMA fighters, Gisbo, Sula, will join the event as special guests. The event starts at 8pm.

Location: [Cielo Club](#)
18 Astor W. 27th St. (bet. 5th & 6th Aves.)
New York, NY 10001
[Info: \[StepUp3D@yahoo.com\]\(#\)](#)
646.770.3211

August 17

Book Signing—WOW! A Workbook for Living by Zen Shiell

Zen Shiell Books

Zen Shiell is a successful, expert business management coach in Japan whose methods have been utilized in major international corporations. *WOW! A Workbook for Living*, the English version of one of his best selling book

has just been released in the U.S. Celebrating this, Okuda will be conducting a seminar and book signing session at Barnes & Noble on the Upper West Side. The book signing starts at 7pm.

Author: Ayumu A. Okuda on the Upper West Side

**228 W. Broadway, 3rd Floor
2d fl., New York, NY 10014**

Info: B&N Books

**St. George Inn, Jr., 100 Lafayette St. #8, Brooklyn
New York, NY 11201
www.stgeorgeinn.com**



Trip to Japan Promotions: Free Rental Cell Phone in Japan

21B USA, Inc., New Jersey

Until the end of August, 21B New Jersey is offering a free cell phone, which can be used in Japan, to those who purchase a ticket to Japan or any package tour to Japan. (The ticket and tour can be used in the year 2010.) To enjoy this offer, mention Chopsticks NY upon phone reservation. Some of the summer highlights I have 21B New Jersey are Tokyo Singles tour to Japan (air ticket & hotel fee inclusive) from \$1030, and package tour to China, Thailand, Korea, Hong Kong, and Vietnam via Japan. While in Japan, you can also choose optional tours such as a one day trip to Mt. Fuji/Hakone, Kyoto tour, the World Heritage tour, English guided tour experiencing such making calligraphy, and sunrise & sunset tour, all of which can be reserved before you leave the U.S.

Location: 21B USA, Inc., New Jersey (at Mitsuios Marketplace)

**505 River Road, Edgewater, NJ 07020
Tel: 201-323-5029**

**www.21busa.com
aj@21busa.com**

started a summer drink promotion, offering Japanese draft beer, premium sake and shochu at discounted prices. Until mid September you can enjoy Sapporo imported premium draft beer (\$6.95), Kansanju (Japanese dai-ginjō) from Fukada, Kogane (Japanese nama-shochu) from Hime, Shirokuro (Cognac) from Gifu, and Shin-Tenjiku (Japanese sparkling) from Rock. From shochu off-easy, you can try Gakko (Japanese barley shochu), Gokuraku (Ginseng tea shochu), Inka (Japanese sweet potato shochu), which are all from Fukada. Enjoy summer with exquisite sushis and bentos incorporated Japanese flavor. 100 W. 44th St., 6th fl. 609-576-2600
Tel: New York, NY 10036
Tel: 212-360-6527

Summer Clearance Sale: Up to 70% Off at Disney Lisette Store

Ripple

Caterwood Import Stores, Ripple, is presenting a summer clearance sale from July 24 to Aug. 31. During this period, they will offer a wide variety of lingerie items at up to 70% off. For example, Caterwood Import will be sold at up to 50% off seasonal limited color panties at 50% off. Imperial premium line "Sweet Lingerie" bras at 40% off (it will be 40% off when paired with panties), non-wire support push up bras in lace and cherry & crown print at 50% off. Camisoles, baby dolls and other items will also be discounted. Those who would like to try a fitting during the sales period, please call in advance. Also, for the person who spends more than \$100 and presents the ad on page 12, they offer a \$5 discount. Below items are excluded. | Location: 44 Madison Ave., (bet. 20th & 20th St.)
New York, NY 10016
Tel: 212-449-2222

www.ripple.com



Free CRM with Cosmetic Purchases

Cosme-Prest USA, Inc.

Affragating cosmetic wholesaler, Cosme-Prest USA, Inc. is known for its high performance skincare products that are all developed in Japan using the most advanced technology. Now, they are offering a free gift when you purchase any one of their skincare products at their retail store in the Limelight Marketplace located in Chatsworth, Calif. ends Aug. 30.

**Location: 455 Avenue of the Americas (bet. 20th & 21st)
New York, NY 10011
www.cosmeprest.com**

New Japanese Bakery at Tiltbach

Takahashi Bakery

The local favorite Japanese restaurant, Takahashi Tribeca and Takahashi East Village, has just added a new bakery to their family. The owner, Mr. Takahashi, aims to create the "jewelry box of baked goods" and they currently offer over 60 kinds of pastries and breads made with Japanese style recipes. Some of the unique pastries include Matcha Am-Pan (\$1.95), Tofumomo Cheesecake (\$3.75). Including dessert and soup, all items are hand-made in the bakery and customers can watch while baked.



Happenings

Japanese Traditional Summer Clothes, Yukata, Jinbei and Obappi, at Discounted Price

Mars New York

What is the best way to feel like a Japanese Summer in the U.S.? It's to go to Matsukaze (Japanese summer festival) wearing yukata, Jinbei and Obappi. Mars New York, a one-stop Japanese gift shop, is now offering these Japanese traditional clothes for \$19.99 and up (Big \$120 and up). For those who don't know how to wear Yukata, they help you to wear it for free if you buy it at the store. \$20 is usually charged if you don't buy your Yukata at Mars, but at Summer Festival at Mitsukoshi Marketplace on Aug. 14, they will help. *Chopsticks NY* readers who bring their own Yukata to wear it for free even without any purchase. Of course, you can buy brand new Yukata and wear it on the site. Enjoy the summer heat Japanese-style. Mars New York is located adjacent to Mitsukoshi Marketplace in No. Gertrude 295 River Rd.
Albuquerque, NM 87109
Tel: 505-845-8794
www.marsnewyork.com

Blissdom on Japanese Draft Beer, Premium Sake and Shochu

Sushi Zen

Whitelock sushi restaurant in Midtown, Sushi Zen, has just

ers work through the window
Location: 25 Murray St., **Bet.** Broadway & Church St.
New York, NY 10007
 Tel: 212-960-1130
www.mizuki-newyork.com



330 Clement Japanese Traditional "Neta" Treatment
Osaka Craze



Dan Carter brings out the body's own healing powers through Japanese traditional treatment called "Neta". Comparable to the western chiropractic, Sento is an extension of Eastern medicine that uses the body as a whole. The center has just moved to a new location and introduces a new healing method "Shishu Seiza". To promote their new treatment service, they offer \$30 off any treatment until the end of August. For more details about the center, use the article on page 4.

Details: **FRI 8/12, 12/2**
Bet. 2nd & Lexington Ave.
New York, NY 10007
 Tel: 212-687-9114

Japanese Travel Agency Launches Website for English Speakers

KTB/Kintetsu International

Japan specialist travel agency, KTB/Kintetsu International, has just re-launched its American website, specifically designed for English speaking travelers. Going live on August 1st, Kintetsu's website will have an online booking service for discount flights between the United States and Japan as well as hotel booking with preferred rates

for select hotels and Ryokan in Japan. In addition, KTB's discount flights will be integrated with the online flight search aggregator, Maamanda.com, making it easier for travelers to access Kintetsu's Japan airfare deals.

Info: www.pipenphey.com

30% Discount OH Head Spa Treatment for Chopsticks NY Readers

Moshi Beauty Salon

Moshi Beauty Salon is a full-service salon for men and women, offering a pampering haven in a busy shopping area. Now, they are offering 30% off of a relaxing head spa treatment with a manicure for Chopsticks NY Readers. Share with a friend or try both for yourself! As the summer draws to a close, why not treat yourself to a head spa and manicure, and feel refreshed for the fall?

Location:
200 E. 40th St., **Bet. 3rd & 4th Aves.**
New York, NY 10017
 Tel: 212-752-6229

3rd Anniversary Specials Moon
Sukiyabashi Jiro

A hidden sushi place on the Upper East Side, Sukiyabashi Jiro, is now celebrating its third anniversary and offering a super deal sushi set for \$19.95. The anniversary set consists of 15 pieces including ame (sea urchin), shiso (bamboo shoot), ebi (shrimp tempura), and toro (beef) as well as appetizer of the day, miso soup, and dessert. If supply allows, rare seasonal fish will be served as well. The campaign lasts until the end of August.

Location: **210 E. 81st St., **Bet.** 3rd & 2nd Aves.**
New York, NY 10028
 Tel: 212-624-4274

Grand Opening Special: 10% OFF Japanese Wokfries
RIB

TOKA Japanese Restaurant

TOKA Japanese Restaurant, newly opened Japanese restaurant in Cliffside Park, New Jersey is now preparing their grand opening special campaign. On Sundays and Mondays, *wagyu-gyu* (Japanese premium beef) barbecue set is offered at 10% off. Regularly \$175, the set includes five kinds different kinds of premium beef and easily fits up to 4 people's stomachs. Offer ends on Aug. 21.

Location: **HIF-American Ave.**
Cliffside Park, NJ 07012
 Tel: 201-645-5327

50% OH "Japan's Affordable Beauty" Tour
Westin Hotel Japan by H.I.S. Travel International
Tour

Autumn is one of best seasons to visit Japan and HIS

Travel has an exciting new tour package that will let you feel the beauty of the fall foliage and experience the traditional culture of Japan. The "Japan's Affordable Beauty" tour will take you to big cities like Tokyo, Osaka, traditional cities like Kyoto, and even remote locations like the sacred mountains Mt. Takao, for hiking. Best of all, you will be able to save on up to \$100 off the initial price of the package. For more specific details, please visit their website. Must book and pay by check by Sep. 10.
Info: www.his-tour.com

Discounted Wine and Sake For Happy Hour

Deal!

Cory - Japanese-influenced tapas, sake and wine bar. **260 S. 6th St.**, located in the East Village, is now promoting their happy hour for the summer. Sunday through Thursday starting from opening to 8pm, glasses of wine and sake will be 50% off. Enjoy their large drink selection at a discounted price. Please visit their website for the promotion period duration.



Location: **238 E. 10th St., **Bet.** 3rd & 2nd Aves.**

New York, NY 10003
 Tel: 212-367-9345 | www.coryny.com

5% Language Lessons for Chopsticks NY Readers
HIS's Learning



Instead of going to a movie on Friday night, why not take a language lesson? Language school, HIS Learning is offering a special to Chopsticks NY readers for the month of August. For a limited time, they will be offering an 5% language lesson class for 3 language packages. Every Friday from 2-4pm they will hold a separate language class. The schedule is as follows: Beginning Japanese on Aug. 13; Intermediate to Beginner on Aug. 20; and Intermediate Chinese on Aug. 27. Please call or visit their website to register.

Location: **200 Lexington Ave., NY**
Bet. 45th & 46th Sts.
New York, NY 10017

TEL: 646-245-4577
www.kidderme.com

Chopsticks NY Readers Exclusive—Receive 20% Off First Time Customer

Shiseido Skincare Hair Salons

Sponsored by 40% antiqued and retro-mod, handkerchief and wavy hair-styled teens, Gisele and Sachiko provide readers more services in Greenwich-SoHo New Salons on the Upper East Side. Until the end of August, they are presenting a discount campaign for Chopsticks NY readers. First time customers will receive 20% off all services offered in the salons. Don't forget to mention Chopsticks NY when making reservations. They regularly offer shampoo & cut for \$10 and up, highlight for \$15 and up, and straightening fees for \$275 and up.

Address: 1060 Lexington Ave., Bef. 36th & Park Sts.

New York, NY 10021
 TEL: 212-661-0137
www.giseleandsachiko.com



Summer Daycare Program for Toddlers

NYCASA, LLC (NYC Let's Play in Japanese)

New York's Japanese learning center, NYCASA is now offering a Summer Program for toddlers. Come join them on Monday, Wednesday and Friday for 8 hours of Japanese! Activities include arts & crafts, music, story time, yoga, trips to the local playground, games and educational activities like reading time, weather, greetings, counting and Japanese. Japanese breakfast and snacks are also included! Available weeks are July 19-23, July 26-30, Aug. 2-6, Aug. 9-13, and Aug. 16-20. If you do not choose to sign up for 1 week or for the full 5-week program, Chopsticks NY readers receive \$25 off! If you attend their Summer Program or Daycare Program in July or August you will also receive \$5 off the ticket price for NYCASA's famous Japanese (Summer Festival) celebration. All children attending Monday—Friday must be accompanied by an adult. Please visit their website or call for rates and more specific details.

Address: 303 E. 56 St., 3rd Fl., New York, NY 10022
 TEL: 646-221-7426
www.nycasa.com

Receive Your Haircut: 50% Discount Color Care Treatment

Tomoko Shiroi Hair Salons

Tomoko Color Care treatment is especially effective on hair after coloring and discolored hair from sunburn as well as good protection from damage. Tomoko Shiroi Hair Salons introduces this treatment at 50% off (Reg. \$50) until Aug. 26 along with her Ceramic Pack Treatment. By combining Ceramic Pack Treatment, the effect of Tomoko Color Care treatment lasts longer. Appointments are required, and mention you read Chopsticks NY article when making your appointment for this color care treatment!

Address: 55 E. 78th St. (bet. 3rd & Lexington Ave.)
 New York, NY 10028
 TEL: 212-723-8828

Live Bassoon Music & Jazz Bands and Happy Hour

LBBN Japanese Restaurant

Contemporary sushi restaurant LBBN Japanese Restaurant in Astoria is having live Bassoon Music and Jazz music performances every Friday and Saturday night. On Friday enjoy live Bassoon Music, featuring singer Ms. Renata Sada, and on Saturday, Ms. Miko Akimura (Vibraphone) and Ms. Yuko Itohoto (Piano) will play live jazz tunes while you dine your heart away. Sessions are scheduled to begin from 8pm-10pm, and from 9:30pm-10:30pm. Also, Happy Hour is from 5pm-8pm on weekdays, with fares for \$3.

Address: 29-42 Broadway (bet 29th & 30th Sts.)
 Astoria, NY 11104
 TEL: 718-269-8640 | www.lbbnastoria.com

Element "Eyebotic" Trial Session for Chopsticks NY Readers

41st Health Care



Akiko Takada, a certified "Gymnastic" and "Eyebotic" professional trainer, is offering private "Systemic" training sessions at 41st Health Care located in Midtown Manhattan. Eyebotic is a fluid, circular exercise methodology using special weight and pulley based equipment, which guides you to simultaneously stretch and strengthen your muscles and tendons while also articulating and mobilize-

ing your joints. During the month of August, 41st Health Care is offering the first trial session for just \$30 for Chopsticks NY readers (Reg. \$60). Increase your lower muscle tone, improve muscle flexibility, and more with this special treatment!

Address: 111 E. 41st St., Int B, 3rd Floor, New York, NY 10017
 TEL: 212-443-0949
41sthealthcare.com

5-15 Off Services for Chopsticks NY Readers

Year True-Self

During the month of August, Shakti Salan on the Upper West Side, Your True Self, will offer a one hour shatsu massage for 160 (Reg. \$175) for Chopsticks NY readers. Shatsu practices immediate relief from stress, enhances blood circulation and energy flow throughout the body and insains the body's natural process of relaxing toxins. The practitioner of the salon is the daughter of a master Reiki practitioner. She was trained in Japan and has over 15 years of experience. To redeem this offer, mention Chopsticks NY upon making an appointment. The appointment can be made by phone only.

Address: 387 Seneca St., (bet. Houston Ave.)
 New York, NY 10013
 TEL: 212-620-4351
<http://www.yourtrueself.com/locations/2880>

An Eastern Medicine Check Up For Your Body

104 Holistic Center

The Holistic Center provides a check up and consultation service from the Eastern medical medicine viewpoint. Also called "Tui-nao", Eastern herbal medicine is effective for physical and mental problems unique to humans such as PMS, menopause, fibroids, sterility and is helpful for migraines, allergies and constipation as well. Until the end of August, they are offering a 30 minute check up and consultation session for \$30 (Reg. \$60). Along with the check up, they'll advise you on your diet plan and make suggestions for lifestyle improvement. You may purchase the live bat electrode they suggest on site.

Address: 104 St., 3rd Fl., (bet. 3rd & Madison Ave.)

New York, NY 10022
 TEL: 212-549-5300 | www.104center.com



ENTERTAINMENT + FILM

INCEPTION: WELCOME TO THE "REAL WORLDS"

Christopher Nolan's intelligent sci-fi action *Inception* swept 33 nominations and vampire movies during its first weekend at the box office, and dragged its audience into the world of dreams. Cobb (Leonardo DiCaprio) is a skilled thief and an international fugitive, stealing valuable secrets from deep within people's subconscious during the dream state when the mind is at its most vulnerable. When offered a dangerous heist in exchange for restoring his happy life with his family, he constructs a team of specialists to accomplish the perfect crime. They throw themselves in three levels of reality where time lapses at different paces in each level, and manipulate reality to what they really want to change. But the audience is made to be aware of the question of "Which reality is real?" like Nolan's intriguing psychological thriller, *Memento* (2000). *Inception* again invites you to the persistently real world.

Its international A-list cast includes Oscar® winner, Marion Cotillard, Joseph Gordon-Levitt, Ellen Page and two-time Oscar® winner Michael Caine. But here at Chopsticks NY we are concerned with Japan's national star and Oscar® nominee, Ken Watanabe.

He plays, Saito, a powerful business magnate who intrigues Cobb. The part was specifically scripted for Watanabe by Nolan, who first worked with the actor on *Bitter月亮 Regret* (2009). "I enjoyed directing him so much in *Bitter Moon*, but he's also such an amiable and we didn't have a lot of time together. This time I made sure he had a bigger part. Ken is an extremely charismatic performer, a true movie star. He is a consummate actor who knows how to get the most out of every scene. It's just a pleasure to watch him work," Nolan said.

Nolan encapsulated Watanabe's refinement very well and created Saito as a much more profound and complex character than the roles Watanabe has played before, one-sidedly serious and heroic characters like Katsusawa in *Japon Sonatas* (2003), *Diamond in the Mirror* (2004) and General Kanbayashi in *Letters From Iwo Jima* (2006). It's amusing to find Watanabe in such a multi-faceted role, especially for Japanese audiences who are very familiar with the past roles he performed in Japan's *Yakuza* but have worked in the serious epic TV series, *Ōkagurayama Massamune* (1997), a mangy

cool medical student in *The Scarred Police* (1988), an endlessly single minded names chef/truck driver in *Tampopo* (1985) and a dramatically emotional truck driver in *Welcome Back, Mr. McDonald* (1987).

As Saito in *Inception* maintains the finesse of Ken Watanabe, his role gives layers to the movie. Unlike other characters who are simply traveling from one reality to another, Saito and Mal (Cobb's wife) gracefully portrayed by Marion Cotillard, are the two characters who are really embedded in each level of reality. Enjoy a ride on an intriguingly mind-boggling roller coaster in the subconscious, but when you exit the theater you better ask yourself, "Why am I here?"



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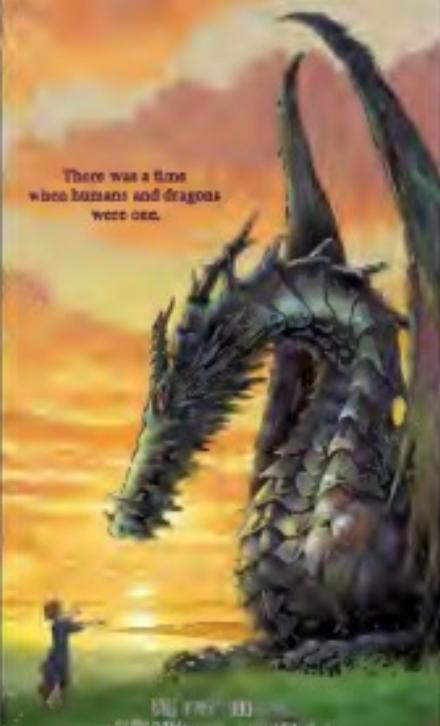
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